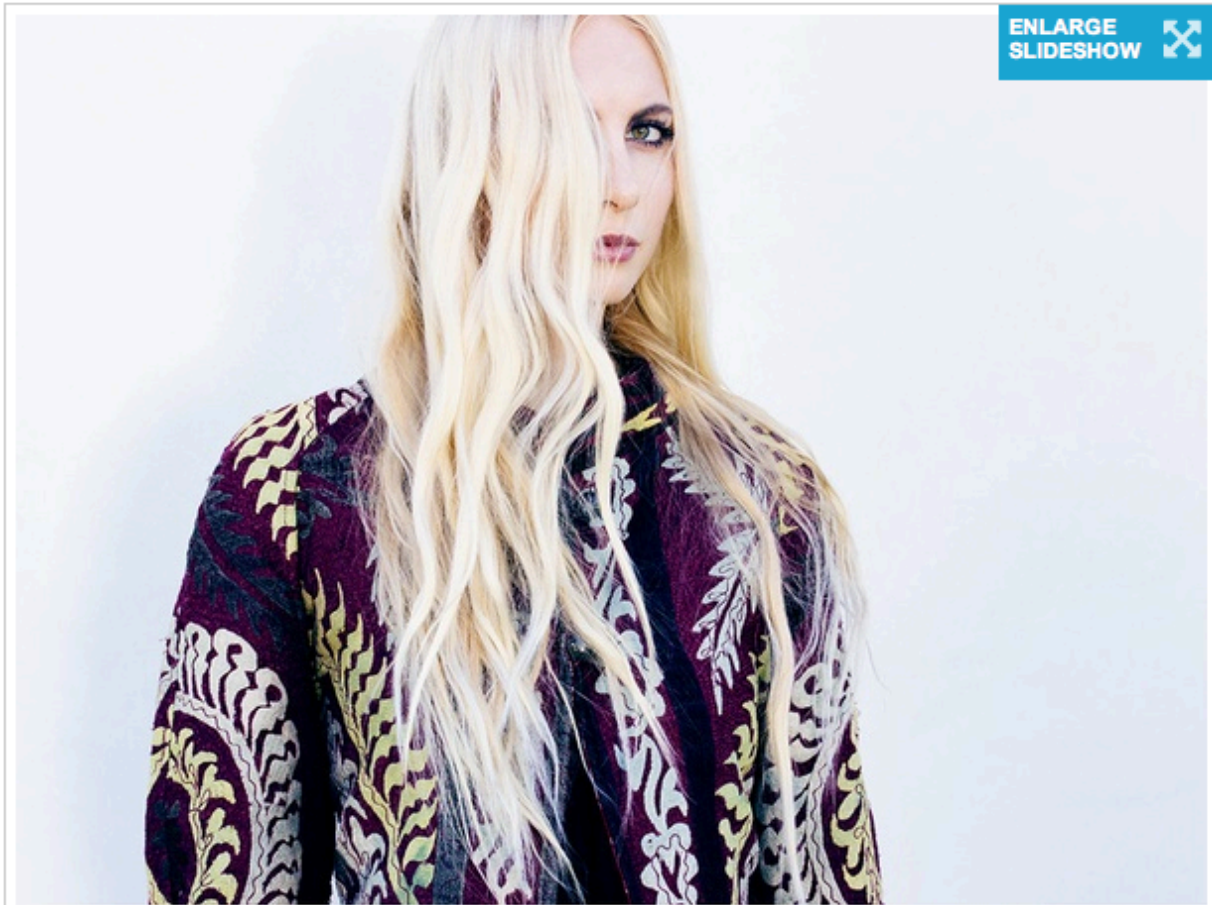


YOUR NEW FAVORITE BOUTIQUE

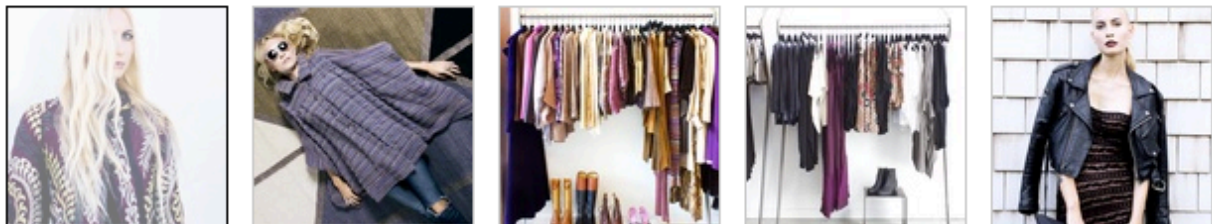
Garment opens on South Lamar mixing vintage classics with modern must-haves

BY CAITLIN M. RYAN 9.19.14 | 12:58 pm



ENLARGE SLIDESHOW 

Vintage embroidered jacket from Garment. Photo by Katy Shane



Masha Poloskova is an influential figure in the Austin fashion scene, constantly pushing it to be bigger, better and more unique with her ideas.

She first built her reputation as co-owner of Feathers, where she spent eight years curating vintage pieces for the young, saucy and adventurous woman. Next, she opened Moss, a high end consignment boutique featuring contemporary fashion. And now, Poloskova has launched Garment, a concept store that blends vintage clothing with modern indie jewelry and clothing designers.

Garment is a concept store that blends both vintage clothing and current indie jewelry and clothing designers.

To fully focus on the development of Garment (and the continuation of Moss), Poloskova sold her share of Feathers in December 2013. "It was a great run," she says of her tenure at the boutique. "I met so many amazing people and learned so much about the vintage industry. I felt it came time to leave when I realized that I had a vision to take the store in a new direction."

That new direction, as Poloskova puts it, was to open "a gallery for wearable art." This week, Poloskova will realize that dream when Garment opens on Saturday,

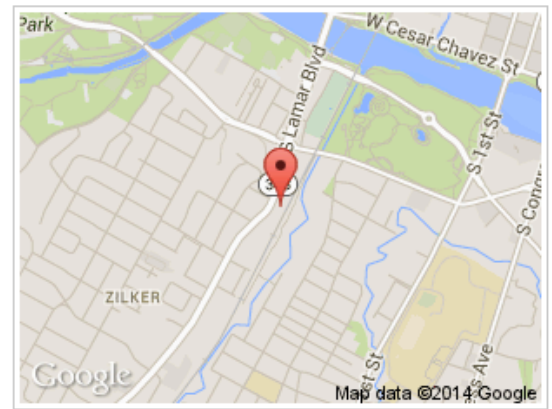
September 20. The store is as thoughtfully designed as is it curated. A long narrow white-washed space featuring tall ceilings and expertly selected vintage items (20 years or older) along one side of the store, with up and coming indie labels on the other. Understanding that the design philosophy of a successful shop must extend itself far beyond the selection of merchandise, Poloskova called upon artist Alyson Fox to create custom textiles to hang for dressing room curtains, and Rural Theory for a beautiful woodworked cash wrap.

And when it comes to buying for both the modern and vintage side of Garment, Poloskova simply buys what she loves. "It's very instinctual. I find that when I'm excited about something there's a good chance my customers will be too." That list of featured designers includes decades-old designs by Alaia, Chanel and Lanvin, as well current releases by the likes of LD Tuttle, Unearthen and Kathryn Bentley.

"I love having an eclectic customer base," Poloskova says of the fans she's acquired with her various retail ventures. My motto has always been, 'Something for everyone.' So now the girl shot tends towards goth can pick up a 90s Commes de Garcon number while, across the way, a more traditional shopper could grab a unique formal dress that will be hard found by anyone else in town."

That is one aesthetically pleasing union.

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Garment's grand opening will be Saturday from 11-7. For more information, [visit their Facebook page.](#)



Garment
[Get Directions - 701 South Lamar Suite F Austin](#)