



Thomas Cook

travel

SUMMER 2015

Hidden depths

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plus...

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Moving with the times
With The Styleliner (main), Joey Wölffer (top left) has positioned herself at the forefront of the latest NYC fashion craze

Street style

Forget popping out to the shops, in the Big Apple the shops come to you. We look at New York's latest trend: fashion trucks

Words: Kathryn Tomasetti

It's hard to believe there was a time before New York's food trucks. Today these brightly coloured mobile restaurants can be seen on nearly every street corner, serving everything from hip hot dogs to Japanese tacos; spicy tomato bisque to El Salvadorian pupusas (pancakes). But their time in the limelight is over. The latest mobile craze to hit the Big Apple is fashion. With zero rent and high turnovers, wandering boutique trucks now zip across the city, their one-off stock and wallet-friendly prices attracting fashionistas from Staten Island to Yonkers.

It all started with The Styleliner (thestyleliner.com), which was launched in 2010 by former jewellery designer Joey Wölffer. "I was in a corporate fashion job," she says. "I felt restricted in what I was designing and there were too many rules for me." She wanted to launch her own fashion brand, but couldn't see how she could



afford to find the space to showcase her designs. So when she saw what was going on with the city's food trucks, she had a eureka moment. "I sent my husband on a wild goose chase round all the food trucks in New York to find out where they got their vehicles," she says. "But nobody would tell him! They're very competitive." Eventually someone gave him a name and The Styleliner found its wheels.

These days The Styleliner is mostly stationed in New York's trendy Meatpacking District (although in the summer Joey does zip up to the Hamptons, where she lives). As well as her own designs (her strappy satchels, crystal earrings and furry snoods have a dedicated customer base), she stocks show-off pieces by designers with little exposure in the States such as Katerina Psoma from Athens and British-based Buba. Private parties and trunk shows can be arranged, too.

Jessie Goldenberg, the founder of Nomad (thenomadtruck.com), is another fashion truck pioneer. "The idea for Nomad was born in the spring of 2012 after I heard how big the trend was in cities such as Seattle and Los Angeles," she says. Unlike Joey, Jessie is not a designer, but she loves fashion and dreamed of owning her own boutique, a dream kept at bay by the city's sky-high commercial rents. "Starting a fashion truck seemed like the best solution to test my market with less

risk," she says. "But now I've put so much of my heart and soul into it, I certainly see the truck as long-term. The portability is an integral part of our brand, which promotes wanderlust, travel and adventure."

Often parked in the Flatiron District and Greenwich Village, Jessie is a big hit with fashionistas for her handpicked velvet party trousers and print jumpsuits. All the items on sale cost less than \$100, and many are by California brands that are difficult to track down elsewhere in New York.

Another prime example is Gypsy A Go Go (gypsyagogony.com), which sells a selection of homeware, handbags and jewellery. You'll find cool urban brands such as Married To The Mob and Crooks & Castles at Le Suite Boutique (lesuiteboutique.com). And if you're looking for killer shades for the summer, try roving sunglasses store Sunstruck (thesunstruck.com).

Are the fashion trucks here to stay? Surely once they hit the big time these brands and designers will find bricks-and-mortar premises (in fact, The Styleliner now has a pop-up shop in NYC's East 70s)? Fashion designer Aaron Osborn, one half of the Brooklyn-based footwear duo Osborn (shoposborn.com), believes that fashion trucks are a great – and permanent – addition to the New York streets. "Fashion trucks are not simply really fun and cool-looking with good shopping," he says. "They mix up the ecosystem of the retail world, adding diversity and offering a way to break the control of the large fashion brands that are buying up all of New York's prime real estate."

Make up your own mind. New York's fashion trucks often congregate at weekly artisan markets such as the Brooklyn Flea (brooklynflea.com) and Hester Street Fair (hesterstreetfair.com) on the Lower East Side. Vendors also list their current locations on their websites and Twitter, or you can check in with the US-wide Fashion Truck Finder (fashiontruckfinder.com).

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On the move
Food? Fashion? What's next? Here's a rundown of our favourite mobile trends



Art attack

New York's roving Rodi Gallery was founded in 2013 by artists Elise and Aaron Graham. They exhibit work by emerging talents and believe their gallery on wheels encourages people to think about art differently, while reaching more communities.

rodigallery.com



Open books

Mobile libraries may be old news, but books in wheelbarrows? In Port Phillip, Australia, the local library rolls out its old stock to sunbathers on the beach. They don't expect the books back but they do ask readers to pass them on once they've finished.



Doggy bag

Food trucks for people are so passé. Milo's Treat Truck made a name for itself last summer, travelling across the US, from San Francisco to New York, giving out tasty treats such as sausage slices and chicken jerky to well-behaved dogs.

miloskitchen.com