

House of Vintage

Edena Morris

3315 SE Hawthorne Blvd, Portland

OR 97214

Opened April 21, 2010

A Pacific Northwest vintage store with locations in Portland, OR and Vancouver, WA. Each store is comprised of a collective of vintage dealers. Having multiple dealers makes it possible to offer a wide variety of vintage finds. Every day there are over 70 different experienced vendors (between the two locations).

The Portland location specializes in vintage fashion and clothing ranging from the 1920s through the 2000s. The Portland store also offers vintage housewares, jewelry, pop culture collectibles, art and furniture. The Vancouver location specializes in mid-century furniture, decor & collectibles. It also offers vintage and antique furniture, art, housewares, jewelry and clothing.

Retailer, prop and costume destination for TV shows such as Portlandia, The Librarians, and Grimm, as well as local commercial producers and photography studios.

Target Audience;

18-50+ shoppers that like vintage styles also people that might be costume shopping. All Genders, all communities.

Name/tagline;

House of Vintage

The name of the business implies that the business is building that contains vintage things, the name speaks to the nature of the business. The name is and easily memorable.

Logo;

House of vintage has two logos, they're used in a variety of ways and in various places with no attention or adherence to a system.

The one thing they have in common is a flowing script type. In one logo the script is very much a digital type. While the other appears to be hand lettering, copied and digitized.

Their digital presence is like their stores, put together, a collective (one of their "pros" boasting 50-70 individual merchants/dealers) there doesn't appear to be a color palette, both logos share blue and gray tones. One utilizes a daisy flower behind the name house of vintage, centered and aligned horizontally. The other logo, give the appearance of a vintage sign, something that might appear in-front of a bowling alley, or roller-ramma skating rink.

I'd say that the second logo, lends it's self more to the voice or message of the business, the vintage style harkens back to that era.



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Brand Expression;

The Web page gives an overview of the business and what to expect from each of the locations (Portland and Vancouver, WA).

There's only one social media account (Instagram), usually displays store hours, sales, calls to action (hiring employees) the types vary, and there's no adherence to a specific color palette. It's very similar to the interior; kind of a mess, a mess with an emphasis or taste for vintage items. It appears that they use Instagram for their primary means of advertisement.

This is presented in the manner in which it looks, multiple vendors with varying styles of presentation. It's obvious that the identity of the business isn't the main focal point. I wouldn't say that a brand expression exists.

Reviews on Yelp are 3/5 from 246 reviews, plenty of good plenty of bad. Trying to improve this rating is not something the business entertains, their approach to stand up for their employees and vendors.

It's apparent that the consignment end of the business is the emphasis, House of Vintage just encompasses the vendors.

Competition;

There are many consignment-based vintage stores in the Portland metro area. There are varying degrees of vintage items (clothing, jewelry, fixtures, decor and furniture) for sale as well as varying degrees of quality (designer retail, specific designer names) each business offers different methods of display. To compare and contrast

House of Vintage (HOV) to Modo they're both considered vintage consignment however Modo at a fraction of the size of HOV and a fraction of the volume of products chooses a more curated, minimal approach to sales, this tidy and well-kept presentation allows Modo to have an aesthetic rather than HOV "fun house appearing" presence. HOV's volume makes marketing particular items a feat.

The Vault Vintage Clothing Boutique (VVCB) regards itself as "Vintage clothing for the Modern Woman" this narrowed approach, identifying a specific target audience (Modern Women) allows VVCB to refine their products and also their clientele. While HOV's product spectrum reaches all audiences, this is beneficial because the potential volume of customers is greater coming through the door.

Regarding internet presence HOV's web page is static in that it doesn't update regularly, however HOV's supplemental use of Instagram and Facebook is the

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companies primary tool for communicating with the public. This Trend of using social media platforms as a means to communicate is also used by HOV's competitors. However to contrast the Use of the companies website. Modo and The Red Light Both use their websites as a platform for also conducting sales. Each business photographs specific items in their inventory and presents them in an online store. This is more easily accomplished due to the smaller businesses focus on a specific audience or type of clothing. For HOV to operate in this manner would require an Olympian feat to inventory and photograph all the items and present them on the HOV website. And while this is a consignment business, each vendor is constantly updating their inventory, each individual vendor may sell their items on other platforms like Craigslist, Pinterest, Etsy, etc.