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Looking Good in Lamorinda

By Moya Stone



SewNow in Lafayette Photos Moya Stone

As the pandemic rages on, we move from season to season looking forward to a time when we can get back to something resembling our pre-pandemic lives. With the traditionally big fashion season approaching, we might ask what role does fashion have today? It certainly looks different during shelter-in-place, home schooling, and Zoom meetings, but there's always a desire for style and our local boutiques are here for us.

Irene Chen from Parker Thatch in Orinda says that fashion is now quality over quantity, and "what's handmade and special ... and what's going to make us happy." Parker Thatch is known for creating local must-have handbags, but since the shutdown Irene Chen and her husband, Matthew Grenby, have stayed busy with regular video updates on their Instagram feed and stocking new products that speak to the pandemic. One popular item is a line of headbands in patterned fabrics

that are just the thing for those perpetual "bad hair days." Soft but sturdy, simply slip the band on your head and instant chic.

To help navigate our new world, the couple designed the Cootie Stick. Made of clear Lucite the Cootie Stick is shaped like a large key and can be used to open doors and punch in numbers on keypads. Masks are an important new accessory and Parker Thatch has designed a line of masks for adults and kids in brightly colored patterns. Some styles have vents and all are adjustable and have a pocket for a filter. These pandemic-friendly items as well as new handbag styles are available at parkerthatch.com and can be shipped or arrangements made for pickup. Follow the shop on Instagram: [parkerthatch](https://www.instagram.com/parkerthatch).

Since the shutdown, SewNow Fashion Studio in Lafayette has offered classes online. Proprietor Susan Goldie says that shifting to virtual classes has been "an interesting ride." But it has also been rewarding as Goldie is happy to be able to provide a creative outlet for kids during this challenging time. The plan for fall is to continue virtual classes with a new schedule coming out soon. Available now is Sketch and Sew at Home, which is a membership program that provides a project kit, online instructions, and weekly online group meetings. Also on the SewNow website there is an instruction video on how to make cloth masks and mask kits with all the needed materials that can be ordered. Get more information at sewnow.com.

In local fashion news, Glamorous Boutique in Lafayette has closed its doors, but the same fabulous selection of women's clothing is still available. Eliza Jamkochian says she decided to shift the business online when her daughter was born in 2017. But she hesitated because she didn't want to give up seeing her customers in person. "I love and enjoy the personal care I give," she said. Then the pandemic happened. For now Jamkochian is featuring her stock on Facebook and Instagram, but she plans to have a new website up and running within six months. She says that current fashion is comfy and cozy. "My customers are looking for more casual wear, summer dresses, and sweat sets ... shorts, basic tees, and tanks." Find her latest collections at [glamorouslafayette](https://www.facebook.com/glamorouslafayette) on Facebook and [glamorousoflafayette](https://www.instagram.com/glamorousoflafayette) on Instagram.

Pandemic or not, go forth in style.

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Parker Thatch in Orinda

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