

LA Unscripted | February 24th, 2022

From hot spots to hidden gems and lots of local flavor It's your guide to L A the unscripted way And tonight we're going shopping who come on people Los Angeles is home to more than 240,000 small businesses with more minority and women owned spots than any other in the nation Hello everyone I'm Devin And tonight we're getting small so you can go big and explore las coolest local retail spots like this one The road DTL A dubbed the most electrifying destination in downtown Bank Journal is a modern coastal lifestyle brand with a sustainable element to it Shacks I'm all about the shacks a contemporary menswear brand with um Japanese and Australian heritage And what we're trying to create is something that is timeless and effortless within color uh prints or fabrications Is this the classic kind of military under jacket We don't see ourselves as super on trend or behind the trend We sit somewhere in the middle which we want to make you feel good now and for the next 5 10 years which helps the earth and not throw away as much product I want someone to buy something from us and hold on to that for a really long time and feel confident and comfortable in our product It's amazing I love it We sell obviously like our own brand but we also try and sell what it is to be a bank's journal person and to do that you need to complement it with like towels We sell like books that make sense for us We sell sunscreen which kind of goes on with that coastal lifestyle and um any types of like complimenting products that go along with our brand Oh my God I love that terry cloth Oh that's amazing I love those colors too In the beginning Like the LA It's really important to have as much personal connection as possible especially after the last few years of being um in lockdown and missing that that one on one connection with with other people I think it's uh super important really nice for layering keeps you on when I first got here It was just like a it was the whole place was an empty shell and that really excited me because there was nothing else like this in L A The row have done a really good job of uh curating a bunch of stores that help each other grow and and bring in unique customers So it's been really enjoyable being here So my brother won making the cut in March of 2020 right at the beginning of all the pandemic action that ended up being advantageous in a number of ways I think because everybody was stuck at home on lockdown looking for some good news I think it's the coolest thing in the world I I think that that's what like helped the brand take off He's got a whole new set of eyeballs He used to be able to hide behind our brand of

skin graft Now his name is on the door And so that's a different kind of pressure that I think he likes But I think it also like it's a lot to deal with I think the idea is like progressive affordable luxury kind of like on that cusp of luxury but accessible Try to push the limits for people looking to up their style game a little bit Do you have this jacket Because that's rat So there used to be a nice clean fashion calendar of spring launch fall launch that's been completely destroyed Now everybody has to be launching all the time talking about something new all the time I think in many ways that benefits us I think in many ways it's exhausting We chose road DTL A for a number of reasons other than the fact that it's a beautiful place to be We love the vibe here It feels good coming to work every day People that come into our store are in such a better mood than they used to be It's a little ecosystem here Where you can get all your needs met in one way or another There are so many cool stores here to choose from and if you need a little sustenance you can pop in for lunch at cafe do say or dinner Ko It's all so chic and unique much like this hat store are Jasmine Simpkins just uncovered in Windsor Hills One of a kind hat has been in business for over 40 years and with this assortment I'm about to go mad One of a kind hat is a mother and daughter Team is my mother and I um my mother the pioneer of one of a kind hats uh started the company on Crenshaw where she started making hats for women She and I are both Millers and milliners are people who actually block the hats we cover hats we trim the hats we do everything to your liking I worked with her from maybe 1989 all the way up until 1996 where I then went on my own This particular location on Slosson and Over Hill has been open for 27 years I love that you guys have an assortment of hats It seems like there's something for everybody in every occasion Everything from a classic hat like a church hat to a Kentucky derby hat which are the fascinators which of course that's real popular right now Oh I love it Ok So do you suggest when wearing these to always pull your hair back Can you wear your hair down Like it was it's left up to you You could pull your hair back and let the hat be the focus But the most important thing about wearing a fascinator is it always to be worn on the side towards the front of the head These fedoras are our most requested hats men women young old everyone loves a good Fedor and the most important thing it has an adjustable head size and we can't forget your like traditional Sunday church hat I feel like this entire section is giving me Sunday's best I love the embellishment on it The beautiful flowers there's silk and the embellishment with the stones I mean you can't go wrong and you can do it with so many different colors We have some real hat lovers

people that love to wear their hats every day We have people that just find occasions to wear hats too And some people that's just their trademark that's their signature their that's their crown to be a black woman in this business I feel very special and unique because I've been able to be in this business for over 40 years now My daughter is helping me Christiana and she's taking a whole new leap on the business from the marketing aspect I just think it's important to carry on your crafts and trades to your Children and their Children So I'm just excited to be a part of that hats off to that and coming up changing shampoos are real vintage clothing find and we take some vital for us Then it's all coming up Welcome back to L A unscripted shop small special and one woman who knows exactly where you should spend your dollars Our own Any you are let's get style smart It is almost March and now it is the time to get ahead of the trends I have everything here you need for your March must have Did you know that the number one fastest growing sport in all of the US is pickle ball So you need these Georgie and Lou pickle ball bags These were designed in Colorado by an all female team They're designed to hold your pickle ball rack water and be stylish on and off the court visit Georgie and Lou dot com because they have other stylish bags They have straps they have advisors You can also use my code style smart for 20% off your purchase check it out Georgie and Lou dot com OMG Pretzels These are going to change your snack game for March There's savory and salty There's eight different flavors for every mood Now there's so much to love about G pretzels But my favorite thing is they were created by a mom and daughter team Each bag is 899 each but do not worry I have a code use my code style smart for 20% off your order OMG pretzels dot com new season new weather And that's why we need to up our skin care game So I started using Us K under skin This is a premium luxury skin care brand They have everything you need and it was developed by experts in a lab is so many different products for you for every skin type But some of my favorites are the anti aging and revitalizing line So you can go to their website to build your most effective skin care routine Go to unders skin dot com and while you're there do not forget to use my coat style smart for 20% off your order Speaking of self care I am obsessed with this candle company It's called Maggie Valley Collective They create experiences through their complex sense So this one I'm obsessed with it's called Coffee Bar This is a woman owned and operated company Each candle is hand poured and they have a wooden wick that crackles So check them out Maggie Valley Collective dot com and don't forget my promo code style smart for 20% off all your candles

We talked about March fitness march food but now it's time for March fun I am talking about a music trivia game just for game night This is called Lyrically Correct And my favorite one is the nineties and two thousands hip hop and R and B addition Here's an example Let's see if you guys know this where was big Going back to Cali of course will make you what And I love that this was created by a couple who would always play trivia game night but felt that it was obscure questions and wasn't inclusive for that So they created lyrically correct Check out all their games lyrically correct dot com And while you're there use my code style smart for 20% off of all of the games Is it just me or is there a baby shower every single weekend these days Well I have the one must have you need to know about this Sophie the giraffe So he has been around since 1961 and has been the first toy for over 50 million babies worldwide Sophie handmade in France and still is Sophie is a big celeb favorite of course And Sophie helps baby So gums for teething visit Sophie the giraffe dash usa dot com and be sure to use my code style smart for 20% off your entire Sophie order OK Plant lovers This next must have is for you Flower pots are out rooted pots are in these are customizable Afrocentric flower pot You can also get accessories for your rooted pot I love that rooted pot customizable So visit get rooted pots dot com and do not forget to use my coat style smart for 20% off your rooted pot You guys have what you need now for March you have all my must haves I gotta get to my pickleball lesson with my pretzels and my game and my Sophie and the perfect thing everyone needs after a long day of retail a hot bath a glass of wine And I don't know maybe a sexy kimono So sexy when I created last last it was always I wanted to do the robes and mainly try to focus on like brides or bridesmaids And at the same time I was like you know what when I make the kimonos and you're just at home lounging what's the last image you want to save yourself And remember And I wanted I was like I want you to lust over your own image When I started the kimonos it was in 2017 I was miserable at my job And I just remember thinking like I don't want this to be my life That's when I remember one night I go out and I was wearing a robe and I put a belt on It was one of those days I was miserable all day And a friend of mine said let's go out I just do it on out the door but someone loved it They were like oh I love it And from there I went home the next day cut it up in a bunch of pieces Went to I bought a cheap started making it work I try to get fabrics that will make you feel good either You want to feel floral or you want to feel like an art piece I try to go for pieces that will give you that good feeling whatever mood you're in you can either feel like an art piece or

sexy or just like a flower garden Like and that's was my whole concept My mantra is let me be me I always say like let's feel you be you like when you wear the kimono just feel good Coming up I'm playing dress up vintage style and Doug's dropping the needle at rockaway records will be right back Welcome back to L A unscripted and our shopping special Now the road is just one of the places in so where you can shop a lot of stores at once while wandering outdoors and our beautiful weather My wallet is open 365 days a year too when I get to go to cool stores like this next hot spot in Burbank where vintage finds will have you saying how retro can you go People come in here for all occasions sixties seventies parties They come in for prom they come in if they're doing a school play or um we have tiktok personalities that come in I call it a vintage living store because we do um as well as shoes hats purses clothing We do furniture also some vintage and antique furniture Anything that you really need to live a vintage life If that's what you love to do Then we try to collect here to me what makes it so special is that I curate everything and then we we display everything I don't just throw it in a heat Um we clean everything We try to put everything as close as we can back into its original condition And I have things probably from the 19 tens through the 19 nineties What is the significance of this place in terms of how long it's been in Burbank It's the store I think has been in Burbank since the forties The building has the latest history I know is that probably 20 to 25 years ago it was a flooring and crown molding store so each person can come in here and probably pick one or two eras that they really look good in and that they feel good in and that the clothes fit them correctly I have a good body type for the 19 forties So I love the forties clothes Some women have a body type for the fifties so that suits them What would be my body type like caveman era Like you could go forties Ok Um I see you as maybe sixties or a little bit seventies Thank you Ha Thank you some hand sanitizer Thank you Oh my God Everything old is new again Hopefully that's true when it comes to be but it is especially true when it comes to music and records People love collecting vinyl and our do co has the date on one spot to go for a All right this is awesome This is Candy Land Well this is Rockaway Records in Silver Lake We've been here for about 40 years now selling records C DS memorabilia A little bit of everything When you talk about memorabilia that's what's hot right now And vinyl vinyl is super hot as well So show me some of your valuables you you wanna start with the most valuable Yeah let's do it let's do it Ok This is the best thing we have in the store This is a piece of the Ed Sullivan backdrop from the very first night

The Beatles appear in Ed Sullivan on February 9th 1964 Each one of them signed it and drew pictures on it when the Ed Sullivan season was over the stagehand who was getting ready to throw to a dump saw it and he knew a Beatles fan a handicapped Beatles fan who he gave it to instead of throwing it to a dump And that Beatles fan sold it years later to a bar in Louisiana and he had it on display there for years and then he finally decided to sell it and the person who I'm trying to sell it for bought it from him Ok So I I have to ask numbers here How much do you buy this for And how much do you sell it for Well I don't own it I'm selling it on consignment for a local collector and I'm asking 700,000 for it And within two days after listing it on my website had two people willing to buy it for 500,000 but we didn't want to sell it that low What else you got Ok Let's see My next let's go over here besides the classic rock like Beatles What's super hot now is punk and grunge That Sex Pistols t-shirt fairly common promo item came out in 77 I used to sell them in the late seventies for like 2030 bucks Now look at the price \$850 grunge Look at that nirvana signed photo Look at the price on that 8000 \$8000 So is a is a signed Nirvana photo that rare Very rare I mean if you look on a lot of the auction sites and that I want to mention names 90% are phony Oh really Yeah Be careful buying autographs All right What else What else I like Ok it's awesome All right Well let's talk about Alice Meet Alice Cooper That's an actual stage costume that he wore on stage and that's going for \$20,000 You know what's the coolest thing about all this is that every piece of memorabilia has a story Exactly Oh yeah that makes it really interesting doesn't it If you have any collectibles that you think might be rare Please call Rockaway Records in the S Lake area of Los Angeles or go to our website at rockaway dot com As far as dealers go nobody pays more And you know we're known for being paying fair prices whether you know what you have or not Thank you do And I hope you found every single day Matthews record that they had All right That is all the time we have for tonight You know there are so many choices when it comes to shopping in Southern California but sometimes try to think small You'll be amazed at the big change We'll see you next time