



Helping Americans be SUSTAINABLY BOUGIE ON A BUDGET



WHO ARE WE?

We are a direct-to-consumer vintage fashion tech enabled start-up who is helping Americans stay sustainably bougie on a budget by reclosetting beautiful vintage pieces that might end up in landfills.



OUR STORY

Cecilia Hermawan started Vico Style while pursuing her MBA part-time at Babson College. As a single parent managing her MBA tuition and other financial obligations, she had to be stringent with her expenses. She didn't expect that when a friend introduced her to secondhand goods, it would change her life forever. She combined her fashion experience and entrepreneurial drive, and began selling vintage fashion online and at local pop-up events in 2021. Vico Style was once her part-time passion project and has now become her full-time entrepreneurial endeavor.

OUR UNIQUE VALUE PROPOSITION



Curation & Personal Styling



Cleanliness



Converted Sizing



Cost Conscious

VISIT OUR LOCATIONS



Previous Locations
Kendall Square
& Snowport



Micro Vintage Store
Harvard Square—micro vintage store, former ATM—approx 200 sq ft of selling space



Flagship Vintage Store
Beacon Hill, former workout studio, providing experiential retail/community building event space

WE'RE MORE THAN JUST A VINTAGE FASHION STORE, DELIVERING VAAS (VINTAGE AS A SERVICE)!

Tech enabled start-up personalizing vintage fashion subscription to help recloset beautiful vintage pieces to new closets



WE BELIEVE THERE'S AN INTERSECTION BETWEEN PROFITS AND PURPOSE, HERE'S HOW WE HAVE BEEN ADDING VALUE TO THE COMMUNITY

- Workshops hosting local artists (Women, BIPOC, LGBTQIA)
- 2 Series Career Talk and networking events with Boston Girls Who Walk
- Partnerships with local sustainable businesses and non profit organizations



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