



Georgia King We've become a nation of throwaway culture.

Article and Photographer | Andrew James

Did you study at university before moving to Falmouth?
Yeah, I studied interior design in Surrey.

So I suppose you had no idea that you'd leave university and open up a vintage clothing shop?
Nope, this is just something I've always done. I've always had Saturday jobs, like at Rocket in London, and then at Zap, which is the original American Vintage Shop in London. They're both really famous. It's just stuck with me; it's all I know. I've been doing it since I was 16.

Do you feel that what you studied contributed towards how successful Wild Pony has become?
Yeah, the degree that I did was still a creative one, so that helped me to create Wild Pony.

How did you begin setting up the brand?
I knew in my head for a long time that this was what I wanted to do, because I've worked in and managed a lot of different vintage shops in Brighton. I knew the idea down here was for the shop to be aimed at students. So it's not vintage as in 40's, 50's and 60's. Its current vintage, which is now 80's and 90's, which has gone massive. We've hit it while its popular.

Does the name 'Wild Pony' have a meaning?
There's a band called the Deaf Tones; they've got an album called White Pony, which I've got tattooed on my side. We wanted to call it White Pony but there's a vintage shop in LA with that name already. Then one night I was just like "what about Wild Pony?" and it just sort of stuck.

How would you describe the kind of clothing that you sell in a few words?
American... Vintage...with a mixture of re-worked vintage and new lines that are to look like vintage. People often do come in and say "it's not vintage" but I always say, "How can you define vintage?" because year by year, anything that's over 10 years old is vintage. 80's and 90's clothing is now vintage.

So do you believe in recycling old clothing and keeping old-time classic looks current?
Definitely, up-cycling and reworking. A lot of our silk shirts and girl's shirts are made from 80's oversized men's shirts that we can't sell because they're huge! So we found a way to re-work them. But I definitely believe in recycling clothing, I think we've become a nation of throwaway culture.

How would you describe your own personal style?
It's changed since I've had children. Everything I wear is from the shop but then key pieces for me are really nice footwear, handbags and coats. The rest is very simple I think.

So your style is reflected in what you bring into the shop?
Definitely, yeah completely

Do you have any style icons?
Miss Moss. She's just effortless with whatever she wears, and I just love her style. I hate to say it, as I can't stand her as a person, but Alexa Chung. I think she's a vile human being and terrible influence but she dresses well. Also Karen Olsen is really cool. I'm into that kind of rock-chick, retro look. Very classic.

How important do you think personal style is?
Really important. And that sounds so shallow, but its not. I think people need to be able to express themselves, and especially being down here amongst students, that's what I love-seeing such a diverse group of people. And young people are really embracing fashion now, its great to see.

Do you ever consider expanding the shop?
We will be definitely. We have the pop-up shop down the road now, but we're already trying to find a bigger unit. It's difficult because we don't want to move from this strip! It's definitely a positive step for us.

So overall, does Wild Pony meet or max your expectations?
Yeah, I'd say that it's maxed my expectations. But I'm a perfectionist though so I'm never happy!