



## HIP SHOPPING: **STL STYLE**

Sick and tired of hearing people complain about what St. Louis was lacking, Jeff and Randy Vines decided to do something about it. "Wanting to give something back to the city that has given them so much," they started a line of t-shirts and underwear called **STL Style** (because you can't spell STYLE without STL) five years ago with the intent of celebrating places and phrases that are distinctly St. Louis, but normally fodder for outsiders' ridicule.

They celebrate the "red brick mama" with the line's latest t-shirt collection retailing for \$18 each and available at several area stores like Fifi's and Vintage Vinyl, as well as online at [stl-style.com](http://stl-style.com). Paying homage to the North vs. South rivalry, there are the classic "South City" and "North Side" shirts, but also not forgetting about the "West End Girl", "Dogtown", "Fo Chouteau", or "U.City", each designed to celebrate the uniqueness of St. Louis' varied neighborhoods.

Geography aside, anyone can appreciate the timeless "Meet Me in St. Louis" shirt and can chuckle at the infamous "Highway Farty" one. And what t-shirt collection would be complete without the notorious "Where'd you go to high school?" splash across it or one making fun of the Chicago Cubs?

For the cheeky St. Louis gal, STL Style also has an undies line of bikini and thong style in varied colors that are graced with double entendres about our fair city and are available wherever t-shirts are sold.

Make sure to grab something from their current collection and join the Vine brothers in representing and embracing St. Louis' local identity. — **Janelle Messel**