

shorts

PLAY IT AGAIN, SAM

Vintage and Pre-Owned Shopping Shows Thrifty is Nifty

Heidi Damata, | **BY ELLE
SCHUCHMAN**

a Los Angeles-based artist and designer, has been obsessed with colors and clothing since she was little. But in the last year and a half, her passion became her profession, when she started House of Color Los Angeles, whose parent company is based in the United Kingdom. She works mainly with women to discover what hues work best with their skin tones and then helps them determine what styles — proportions, cuts and genres — are most flattering.

Although Damata works with an increasing number of local celebrities and is surrounded by beautiful clothes and fashion designers, most of what she personally buys, she described as “pre-loved”: vintage and second-hand garments and accessories.

Damata said buying something vintage is like “holding a piece of history.”

Her rule of thumb for thrifting is inspired by a proportion often applied to

