

Sustainable Fashion

BY ANNA CIPOLLONE
PHOTOGRAPHY COURTESY OF KATRINA CERVONI

Mama Loves You Vintage is a mother-daughter-owned vintage boutique with a curated selection of pre-loved fashion from the 1900s to 1990s



1940s Mexican Print Halter Playsuit, \$25

1950s Hand Painted Mexican Circle Skirt, \$225

1960s Emilio Pucci Vibrant Patterned Maxi Dress, \$475

Mother and daughter duo Melo and Mahro Anfield have spent 30 years combined working in the vintage fashion industry on every level, from buying to retail. "My mother, Melo, has been working in vintage in some way or another most of her adult life," says Mahro. "As a child, I often accompanied her on shopping trips to thrift shops, private sales, swap meets, and flea markets."

This shared passion for vintage clothing is what inspired the pair to join forces, and in 2012 they opened their own boutique in the heart of Toronto's Queen West neighbourhood—Mama Loves You Vintage. "We are a female owned and operated cross-country family business," says Mahro. "Melo does all of the buying out of

Vancouver and ships the items across the country to Toronto." Both are dedicated to honouring the quality and style of decades past, while giving old, neglected garments new life with a new owner. "It continues to impress me how long some vintage items can last," explains Mahro. "Selling vintage items, some up to a hundred years of age, has shown me the difference in quality and durability from modern day clothing."

With a love for an array of styles and eras, you'll find a fine selection of 1970s maxi dresses, 60s shift dresses, vintage denim, workwear, military jackets, 1930s/40s separates, and rock tees. "Since the pandemic hit, we have been selling through Instagram and on our website mamalovesyovintage.com, and customers have had to shift with us," says Mahro.



Located at 541 Queen St. West Toronto. Mama Loves You Vintage was founded in 2012 by mother-daughter team Mahro and Melo Anfield.



The store carries a range of special pieces from the early 1900s to the 1990s. Every item at Mama Loves You is chosen with love, shipped across the country, washed, mended and steamed before becoming available to customers.


Compared to fast fashion, which sometimes only lasts a few wears, she says vintage can have many lives and many owners spanning decades. "Although something may not be someone's style, taste or size anymore, it doesn't mean it's trash or not worth saving," explains Mahro. "Wearing vintage allows something to be enjoyed again and again."



1950s/60s Kuonakakai Hawaiian Shirt, \$200

In terms of fashion trends, customers have moved away from buying fancier clothing and party dresses right now, for obvious reasons. "We've sold a lot of loungewear and vintage robes," she says. "More and more people are working from home and they just want to be comfortable but still treat themselves to a new purchase."

Right now, as we all prepare to enjoy the summer weather and outdoors as much as possible, things like denim shorts, overalls and comfy tees are most popular at the shop.

Here, eye the highlights of one-of-a-kind clothing and accessories on offer at Mama Loves You Vintage—a curated selection of what every era does best. 



1930s Black Silk Velvet Jacket, \$125



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