



Erin Thiessen [left] and Stefanie Hiebert shop 'n' roll

## keep on trucking

ADORABLE SHOPS ON WHEELS OFFER VINTAGE DEALS

**BETWEEN RISING RENTS** and a recession-weary economy, opening a boutique is harder than ever these days. But some creative entrepreneurial gals have eschewed the traditional retail route and taken to the road instead, filling refurbished trailers with handmade and vintage finds.

Amy Lynn Chase, 30, spent a year hunting for an affordable yet appealing retail space in Boston before she decided to get creative with her business. After buying a 1954 Bellwood trailer, she turned it into a mobile shop called **Haberdash Vintage** ([haberdashvintage.com](http://haberdashvintage.com)), which she brings to open markets and other happenings in the area. "I pick the events that seem fun to me," she explains. "That was the whole point of the business: to work when I wanted." Flexible hours aren't the only appeal of a mobile shop. Vanessa Lurie of Portland, OR, wanted to foster a sense of community. "The food-cart thing is a really big part of the culture here. We thought, 'Wouldn't it be cute if there were also little mobile stores and you could shop and eat lunch?'" Envisioning parking alongside food trucks, Lurie, 28, and her husband bought a 1969 Cardinal Deluxe trailer and opened **Wanderlust** ([wanderlustmobileshop.com](http://wanderlustmobileshop.com)) last September, stocking the shop with a mix of handmade goods and vintage items from the '40s through the '70s. "I have a big thing for '50s party dresses," says Lurie. In Canada, another duo, Erin Thiessen, 26, and Stefanie Hiebert, 23, of Winnipeg, MB, is taking their retro love one step further. "We want to create a whole '50s lifestyle experience in our 13-foot trailer," says Thiessen. **Oh So Lovely** ([ohsolovelyvintage.blogspot.com](http://ohsolovelyvintage.blogspot.com)), their shop housed in a 1956 Cardinal, will make appearances at festivals and outdoor events this summer, hawking housewares and clothes from the '50s and '60s. "The trailer gives us a sense of freedom," says Hiebert, "not having to be tied to one location." [SUSAN JOHNSTON]