

Business Report

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Swankys Still Goin' Strong



Head Fashion Designer and Administrator Josh Burciaga holds one of his best selling items.

In 1989, 18-year-old Lorena Magallon left her home in Lakewood for the chance to study fashion design at the Fashion Institute Design and Merchandise School in Los Angeles. Lorena studied and worked full time in retail to make ends meet. Josh Burciaga, a warehouse manager at the time and an eager enthusiast of fashion as well, helped her financially with tuition, food, and clothing. It was not long before the two decided to get married and partner together to open a shop at the Santa Fe Springs Swap Meet.

In 1994, the two moved away from the swap meet and into their first retail store, Swankys Vintage Clothing, in Norwalk. From the beginning, Swanky's philosophy has been based on providing exceptional customer service along with a large selection of quality vintage clothing and value. The store built a devoted customer base with over 5,000 in their mailing list and growing. In 1996, the partners added their second store in Anaheim and a



Swankys is located at 11825 Firestone Boulevard.



distribution center in Norwalk.

By the early 2000s, the company was looking for new ways to spread its wings. Venturing into the wholesale market, they began to manufacture a vintage inspired clothing line for men and women. Josh became head designer and administrator for the men's line and Lorena the head designer for the women's line as well as the company's pattern maker. Swankys clothing line made its way to small boutiques in Huntington Beach, Los Angeles, Hollywood,



Arizona, England, Germany and Australia. Three years later, to keep up with a fast growing and competitive market, Swankys introduced custom made-to-order clothing and alterations to their list of services for sweet sixteen, prom, formal and bridal events and catered to rockabilly musicians, pin up models and the booming hot rod culture.

Even while Swankys was growing in the rockabilly scene, it continued to focus on catering to all its customers' needs. Today, Swankys attends apparel shows year-round promoting the store's name through music festivals, trade shows, car shows, Myspace and its web store www.swankysvintage.com. Its retail store still remains at 11825 Firestone Blvd. and is open 7 days a week, Monday-Saturday from 12-6 p.m. and Sundays from 12-5 p.m. (562) 868-2882.

Norwalk City Council

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United States™ **What the 2010 Census Means to Local Business**

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. Businesses can fulfill a valuable civic duty by partnering with the U.S. Census Bureau to ignite participation in this monumental event. As a trusted business leader in your community, you can help educate your customers about the importance of completing and returning their census questionnaires to ensure no one is left uncounted.

Achieving a complete and accurate 2010 Census is in our hands.

Why are businesses such important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including businesses, state and local governments, community- and faith-based organizations, schools, media and others. Through partnerships, the Census Bureau has a far greater change to reach every U.S. resident than by attempting this monumental task alone. Businesses can convey the importance of completing the census to customers, including those isolated by language or geography. For example, you can communicate census messages in newsletters, building lobbies and online, sponsor census events, and develop targeted materials for census promotion.

City of Norwalk

Electronic Waste Collection Event & Shred-A-Thon

Saturday, July 18
9 a.m. - 2 p.m.

Norwalk City Hall
12700 Norwalk Blvd.

Social Services Center
11929 Alondra Blvd.



Dispose of your unwanted electronics (e-waste) and shred important documents for free!



Computer CPUs and Screens, TV Sets, VCRs & DVD Players, Stereo Equipment, Video Game Systems, Fax Machines, Printers, and Cell Phones

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