

PRESS MATERIALS



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# GET TO KNOW LOCAL VYNTAGE

## What is Local Vyntage?

Local Vyntage is a lifestyle apparel company that celebrates cherished local memories and icons with nostalgic designs on premium apparel like tees and hoodies.

## When was Local Vyntage created?

The company was founded in 2016 by Chet Winnicki who wanted to create nostalgic apparel that celebrates local memories.

## Where can I find Local Vyntage?

Local Vyntage products can be found online at [LocalVyntage.com](http://LocalVyntage.com) and at Local Vyntage's flagship store in Jamaica Plain, Massachusetts.

## Are Local Vyntage designs made in the USA?

Local Vyntage prides itself on being an American-made company. By producing and printing in the United States, the company delivers the highest quality tees and ensures that a positive economic impact can be made right here in the USA.

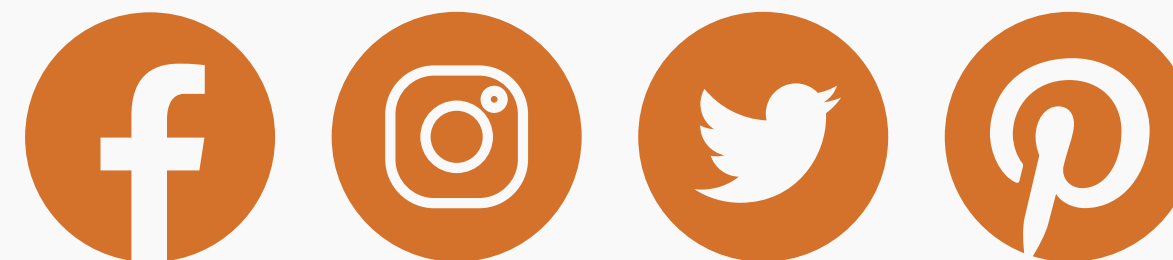
## How does Local Vyntage help the community?

Since its founding, Local Vyntage has made charitable giving part of its business. In 2020, the brand launched a new philanthropic focus that aligns with their mission to help celebrate local memories: supporting Alzheimer's disease research and support. Local Vyntage's mission is to celebrate memories, and Alzheimer's is the enemy of those memories. Local Vyntage now sells an End Alzheimer's tee, and for every tee sold a \$5 donation is made to Alzheimer's charities in the areas we serve.

## Can Local Vyntage fans engage with the brand to share their memories?

Local Vyntage customers and fans can follow and engage with them on Facebook, Instagram, Twitter and Pinterest.

## FOLLOW LOCAL VYNTAGE ON SOCIAL MEDIA





# MEET CHET WINNICKI

## FOUNDER AND OWNER OF LOCAL VYNTAGE

Born and raised in Berlin, Connecticut, Chet Winnicki has always loved nostalgia. Making memories with family and friends throughout life up and down the east coast, Winnicki was constantly drawn to the iconic images and experiences of the past. As a business professional focused on consumers, Winnicki would always find himself coming up empty when looking for products that celebrated the sights and sounds of his youth -- where was the quality? Where was the true local connection?

Winnicki departed his corporate career path and took a chance. He decided to set out to create what he had been looking for: apparel that captured cultural icons and designs.

Winnicki serves as Founder & Chief Curating Officer for Local Vyntage. Winnicki holds a bachelor's degree from the University of Connecticut in Communication and Information Technology and earned his MBA from Central Connecticut State University. Before founding Local Vyntage, Winnicki worked in the health insurance industry. He currently resides in Boston, Massachusetts with his wife Brittany.







# QUICK FACTS

Local Vyntage was founded in 2016 by Chet Winnicki in Tallahassee, Florida. In 2020, Local Vyntage moved its headquarters and operations to Boston, Massachusetts. The Local Vintage catalogue features over 200 designs showcase memories from many cities across over a dozen states, including:

- Atlanta, Georgia
- Austin, Texas
- Houston, Texas,
- Baltimore, Maryland
- Boston, Massachusetts
- Springfield, Massachusetts
- Worcester, Massachusetts
- Hartford, Connecticut
- New Haven, Connecticut
- New York City, New York
- Philadelphia, Pennsylvania
- Pittsburgh, Pennsylvania
- Providence, Rhode Island
- Tallahassee, Florida
- Tampa, Florida
- Washington D.C.

All Local Vyntage apparel is designed, made, labeled and screen printed in the United States. Local Vyntage offers an inclusive sizing range from XS-4XL.

# PREVIOUSLY FEATURED IN





