



## 944'S CHOICE

## SASHA MAK'S VINTAGE

Tucked away in a small cafe in Hayes Valley, the vintage jewelry collector and reseller, Sasha Maks, opens up about her past. Drinking her Earl Grey tea as the rain beats against the window pane, Maks recalls her mother's influence. "I remember when I was little, my mom was very fashionable. She wore wigs and dressed in clothes from the '60s and '70s," she muses.

What began as a passion for all things vintage soon became a career for Maks. During her years as an interior designer, she became enamored with vintage design. "I like things from the '60s, '70s and '30s. I just started buying furniture, clothing, glass ... you know, whatever, for myself, and then I became a vintage furniture dealer," explains Maks. During this time Maks started selling her surplus vintage jewelry at highly successful trunk shows in affluent Nob Hill.

Maks judiciously selects the jewelry for her collection; she

seeks out costume jewelry (not fine jewelry) with a history. She focuses on designers such as Lanvin, Chanel, Yves Saint Laurent, Trifari and Henkel and Grosse (a favorite of Maks who is famous for their custom-made jewelry for Dior in the mid 1950s). "I love the freedom that designers have with costume jewelry. They can really indulge their fantasies since the cost involved in developing new designs is considerably less," explains Maks. "For the consumer as well, it's an affordable way to experiment and follow trends, and give personality to clothes. It's about style, not money."

With that being said, how can anyone resist oversized pearl Chanel earrings, or a mod Lanvin Paris lucite pendant statement necklace?

*View Maks' jewelry online at [Sashamaksvintage.com](http://Sashamaksvintage.com) or at the Vintage A La Mode boutique on 3234 Sacramento Street*

by ERICA HENDERSON