

Boutique: Loyal clientele and designer pedigree

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In his youth, he recalls watching the films “How to Steal a Million” and “Breakfast at Tiffany’s,” both of which included wardrobes designed by Hubert de Givenchy, and being inspired by the fashions.

“Those were great influences on me as a kid,” he said, adding Audrey Hepburn herself was singularly inspiring as well. Growing up in the 1960s, “She was everything: her clothes, the styles,” and her look is clearly woven into the collection of sweaters and outerwear carried at Tommyg.

Galiardo, who was born in Croton-on-Hudson, New York, also spent many years of his adolescence in Europe, traveling between Augsburg, Germany, and Rome, Italy. He then studied at the Fashion Institute of Technology, majoring in fashion illustration and merchandising.

Diverse career

Galiardo’s career has spanned several decades and several companies — including Nordstrom, Saks Fifth Avenue and Neiman Marcus — and several jobs, from manager and buyer to selling designer salon shoes.

“I have people say, ‘You turned out to be a merchant,’ and that’s exactly what happened,” he said, adding he’s filled nearly every role in the fashion industry except designer. “I will display it, which I’ve done; I will advertise it, I will sketch it, I will promote it, I will sell it, I will merchandise it, and I will buy it, but I will not make it.”

Galiardo spent time in New York and Dallas before migrating to the West Coast and working with I. Magnin & Co. in the 1980s. His last sales gig was with Chanel in Nordstrom in downtown Portland.

Galiardo planned to open Tommyg in March 2020 but was deterred by the pandemic. He could sense it would linger past a few weeks and decided to hold off for a year.

“I figured once the vaccines come through the masking mandates lessen, that would be a good time,” he said.

The shop opened on Memorial Day weekend. Galiardo feels appreciative of everyone who has showed support, including the building owners, Deana and Kirk Fausett, his business partner, James Faurentino, who owns Pizza a’ Fetta next door, and the Seaside community.

“I’m so appreciative, I can’t even express it, of how wonderful local residents have been to me,” he said.



Tommyg, in downtown Seaside, carries an assortment of classic, upscale clothing and accessories that embody comfort and sophistication.

Photos by Katherine Lacaze



Browsing the racks at Tommyg.

Loyal clientele

Since opening Tommyg, Galiardo has built a burgeoning clientele that includes both local residents, from Gearhart to Manzanita, and out-of-state visitors, who stop by on each trip to the coast. While his approach to clothing and accessory style is “very classic, very easy,” his business philosophy is all about investing time and energy to give each customer a personalized experience.

“You find out what they want,” he said. “The whole key is listening.”

When working on commission, as he has in the past,

he added, you have to assume this approach. “You have to develop the client, you have to know the client and have them come back to you.”

That involves knowing the preferred styles and items of interest of repeat customers. For local patrons, he will even contact them when he gets in a piece of clothing or accessory that he thinks they’d like.

“They tell me what they want, and I call them up,” he said.

The store carries an assortment of sweaters, outerwear, jeans, leggings and lingerie. In the spring, he’ll add

designer shoes made in Brazil and Italy. If he expands in the future, he said, the goal would be to add After Five attire.

Galiardo keeps an eye on trends and takes stock of what “the big boys are doing,” and then finds copies or makes modifications suited to his clientele, who encompass a diverse age range.

He also is meticulous about the atmosphere in the establishment, which is designed more like a showroom than a shop to reflect the upscale offerings. With a color palette of sea blue, oyster white and Dior gray, there’s a sense of spaciousness and calm, with carefully selected furniture and display pieces from Bliss — a French country and coast-inspired mercantile also located downtown.

“I always get complimented on the interior,” Galiardo said. “I don’t care how many times I hear it; it’s very nice that somebody appreciates it.”

Tommyg is open from noon to 5 p.m. Thursday through Monday — “European hours,” he added.

NEWS IN BRIEF



Adams & Costello

Musicians Adams & Costello at the Coaster Theatre

The Coaster Theatre Playhouse welcomes the soulful sounds of Adams & Costello to the theatre at 7:30 p.m. Saturday, Nov. 6, as part of the Stormy Weather Arts weekend.

Admission is \$20; tickets can be purchased at the theatre box office, 503-436-1242 or online at coastertheatre.com. Space is limited; seats will be socially distanced by groups.

West Coaster Julie Adams meets New Englander Michael Costello in this synergistic guitar and vocal duo. Costello’s love of roots music combines with Adams’ strong draw to driving rhythms. Based in Oregon and regulars on the North Coast music scene, they perform and record together regularly in a blend of visceral songs and emotional performances.

To ensure everyone’s safety, patrons must show proof that they are fully vaccinated when they enter the Coaster Theatre. Those unable to be vaccinated must provide proof of a negative COVID-19 PCR test taken within 72 hours of the performance start time in addition to a matching photo ID.

Face coverings also are required at all times for everyone inside the theater regardless of vaccination status. Acceptable face coverings are listed on the theatre’s website.

Cultural Coalition invites grant applications

The Clatsop County Cultural Coalition is accepting applications for the 2022 grant cycle. The final day to apply is Oct. 29.

The grant awards, funded by the Oregon Cultural Trust, are distributed to projects that support, maintain, preserve and protect cultural programs in the arts, heritage and humanities in Clatsop County.

Organizations with 501(c)(3) nonprofit status are eligible to apply for grants through the cultural coalition. Individuals may apply when sponsored by a nonprofit fiscal agent. Application forms are due by 5 p.m. Oct. 31. Late applications will not be accepted.

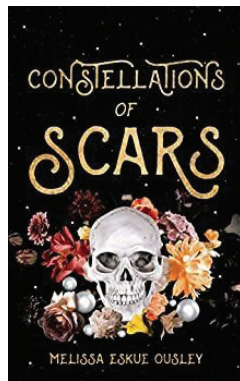
Grant awards will be announced in December for activities occurring between Jan. 1, 2022, and Dec. 31, 2022. Grant funds are available up to \$2,000 per project. Approximately \$10,000 is awarded each grant cycle.

Applicants are encouraged to read the Clatsop County Cultural Coalition Plan and FAQs, which are online at clatsopculturalcoalition.org.

‘Constellation of Scars’ author at Seaside Library

The Friends of the Seaside Public Library will host award-winning Oregon coast author Melissa Eskue Ousley on Saturday, Nov. 6, at 2 p.m. in the Seaside Public Library’s Community Room.

Ousley will discuss her young adult novel, “Constellations of Scars,” as well as conduct a writing workshop for writers of all levels. This event will take place in the community room. Participation is capped at 10 and sign-ups are required.



“Constellations of Scars,” is set in Seaside and was an award-winning finalist in the 2021 International Book Awards.

Ousley’s suspense novel, “Pitcher Plant,” won a 2018 Independent Publisher Book Award. Her young adult novel, Sunset Empire, debuted in a bestselling boxed set. Her short stories have been included in Rain Magazine, The North Coast Squid, and various anthologies. She has over 15 years of writing experience and has run successful workshops.

The Seaside Public Library is located at 1131 Broadway. For more information call 503-738-6742 or visit www.seasidelibrary.org or www.facebook.com/seasidepubliclibrary.

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