

Pin-Up Girl

The local rockabilly scene finds a new maven.

by mary o'regan

♥Doris Mayday is used to drawing stares. As the manager of the new Bettie Page retro-reproduction clothing store in the Mall of America, she can barely walk down the street without hearing, "Where's the costume party?" and "Are you a Marilyn Monroe look-alike?" But it's no costume. Mayday is simply one of those rare women who puts herself together every single day, from head to toe, like your grandmother used to do back in the '50s.

Born and raised in Las Vegas, Mayday started her career as a pinup model for calendars, car magazines and vintage-inspired clothing lines, including Bettie Page, where she eventually began working full-time. Partially motivated by her desire to unite with boyfriend Dylan Patterson, the drummer for local rockabilly band The Reckless Ones, Mayday convinced her corporate bosses to open the Mall of America store, which has now seen great success in its first three months.

"Our No. 1 customer is a woman aged 25 to 40 who has kids and a job, but wants to dress like a woman and not be forgotten in sweatpants," she says. "It's for women who want to feel like women."



♦ **On getting ready in the morning** — "I can get ready in about 20 to 30 minutes. With hot rollers, you put them in, then you do your makeup, and by the time you're done with your makeup you

can take your hot rollers out. The biggest holdup is if I can't decide what to wear, because I have too many choices."

♥ **On Minneapolis' rockabilly scene** — "The rockabilly scene here is definitely

different. I've noticed not as many people dress up, and not as many people know how to dance to the music, but they're still getting into it, which is great. When you see someone wearing a polo shirt

and they're rocking out, that's exactly what it's all about. We don't care how cool you look—just go with it."

♣ **On feminism in rockabilly culture** — "It's definitely possible to be a feminist

and into rockabilly. I've actually gotten into some arguments over this. People come into the store and say, 'Oh, the clothes, it's exactly how they want us to look,' and it's like, 'No, actually, now you can wear dresses and be powerful and still have a brain.'"

♠ **On home décor** — "I'm in the process of getting my house together. There's one room I've decided to make my bar room. I'm making the walls gold and glittery with blackout curtains and vintage turquoise bar stools and a leather bar. When the walls stop glittering is when you know you're cut off."

♦ **On Twin Cities hotspots** — "I go to Psycho Suzi's, Lee's Liquor Lounge and Memory Lanes. The Antique Mall of St. Paul is awesome. I found some curtains there that I adore."

♥ **On pinup modeling** — "I'm a size eight, so I didn't see why I would ever become a model. But then I discovered that with the world of pinup modeling, it's actually okay to be curvy."

♣ **On dressing up** — "We get asked every day: Where would I wear this? Wear it to the grocery store; wear it to an event; have your husband take you on a date. Just wear it! People are so nervous about it. You don't need an excuse to be pretty and wear beautiful clothes. It's kind of sad when women feel like they need a reason to look nice."