

# New Bedford's New 767 Exchange



by Noah  
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In a little city called New Bedford, in the State of Massachusetts strange things are happening. What was once a dilapidated city and looked at as literally the “armpit” of Massachusetts, there is now a spark. It first started burning several years ago with a little bar and grille that falls under the initials of CW. Since that day, almost 10 years ago, this spark started growing with help from other new establishments RAAH, C, C, C, BOP, P37, GB, CCH, WG, SL, a Hotel, PFT, P, NP, HIB, an awesome historic theatre, the becoming of a National Park, CW, a college campus, nationally known Whaling Museum, UG, CA, FV, AW, B908, IS... just to name a few.

But this story isn't about any of those places. It's about a new place that will soon be opening its doors for the first time, after having settled on the embers of a legendary establishment formally known as Elaine's T-Shirts “The Black Whale”.... And from the ashes rises the 767 Exchange.

And what is the 767 Exchange? Taken directly from its Facebook page:

*The 767 Exchange is a clothing store where items can be bought, sold and traded with our customers. Bring in your old favorites for trade or cash. Our inventory includes designer labels, vintage, jeans and current basics. You'll also find*

*brand new merchandise and accessories. We are all about supporting our local artists and musicians. We will be displaying work from local artists and promoting local events.*

*767 Exchange offers clothing and accessories for both men and women and is more contemporary than your regular thrift store. Our prices range widely depending on the label, style, condition and other factors. Many items average around \$20.*



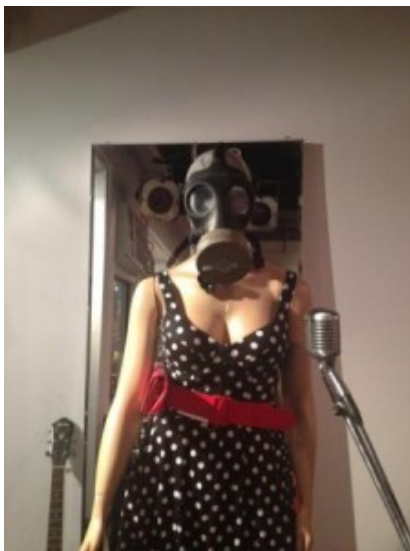
Sex Pistols Table

Yes, it's amazing... after growing up and graduating from the Saver's revolution days of high school, and here it is, a designer thrift store. Savers for adults... ooo I think I just wee'd in my pants a little!

Located on Purchase Street, right between FV and Family Dollar and across the street from the PFT, there is now a place offering clothes for MEN & ladies (sorry ladies but there are plenty of women stores downtown, I'm focusing on this one for the guys). Without a shred of clothing retail etched on their resumes, 767 is owned and operated by Andy "the dirty plumber" Peronne and Charli "too sexy" Aubin. Despite their lack of experience in retail, Andy the insists that, "hey it gives us more of a fresh feel." The 767 Exchange was put together on a

wing and a prayer (and a sprinkle of O'Toole-foolery). Although it will take more than that to make it, with the desire and passion that these two have, I think they'll make it.

"Rather than being a chain retail store we can do what we want, set the store up however we want, and have a close connection with our customers," stated Charli. I already know one customer they'll have coming back. Andy and Charli, like many others, felt that "you shouldn't have to go to Boston or Providence to check out cool alternative scene music/artist/clothing shops...hell, we are going to have a 24/7 open mic policy. If you're a local musician, and want to play, come by the shop any time we are open and set up."



Dress and gas mask  
for sale ...  
mannequin available  
by the hour.

A touch of punk rock, with an alternative flair this little store plans to hold more than just clothing. In fact retail will only be about  $\frac{1}{2}$  of what makes up 767 (if you haven't gotten that impression yet). As soon as you walk in you see a 1958 BSA in immaculate condition, a small stage for live bands in the corner, and local artists work hanging on the wall, this little space has got it all (sorry for rhyming). They are

very adamant that this is not a consignment store. Customers buy, sell, and trade. If you want to get rid of something, and they want to buy it, they will, but nothing is going to just sit on the rack to be sold. All items that that people are willing to just leave (not worth any trade value) get donated to the local homeless shelters.

Just when you think this little store can't fit any more onto its plate, once a month (most likely on AHA Nights) the 767 Exchange plans to hold a major music or art event to help support local artist and bring the local community together.

The grand opening of the 767 Exchange will be on May 10<sup>th</sup>, 2012, the next AHA! Night. Hours will be Monday – Thursday from 11am-6pm; Friday and Saturday from 11am – 10pm, and are contemplating whether or not to be open on Sundays.

Make sure the next time you are downtown New Bedford, you take a moment to poke your head in the 767 Exchange. Who knows, you may end up trading the clothes on your back and walking out with a brand new outfit.

0000 that spark is getting hot!

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