

## **21 MAR AN OLD SOUL AND HER MODERN FASHION ART, MEET AMANDA ALARCON-HUNTER OF MINX & ONYX.**

Posted at 01:39h in [Accessories](#), [Eco-Friendly](#), [Featured](#), [Retail](#), [TX Fashion](#) by [Burgundy Woods](#)

When we first saw her jewelry online, we got really excited. It had so many things we love. Boldness. Sustainability. One-of-a-kind rarity. Vintage vibes. Nods to nature. We were hooked.

Born and raised in San Antonio, Texas, Amanda Alarcon-Hunter has seen the ups and downs of her fashion career. But recently, every passion she's ever had has come together in a sort of reinvention of her creativity. She is now a treasure hunter that recreates the unloved, a healer that embraces the old and designs the new. She now holds the key to every persons "this just needs Something". When it comes to that moment you stare in the mirror and cant find that certain wow factor for an outfit, look no further. Minx and Onyx has got you covered.

Established in late 2019, Minx and Onyx is set to gain fast momentum. A veteran of the Texas fashion community, Amanda has now created something that will truly resonate with fashion lovers. Her work manifests one-of-a-kind statement pieces that offer diverse texture and set the perfect storm when layered in multiples.

"See, this piece?" Amanda said to me as she caught me drooling over our photoshoot table. "This is just multiple vintage finds that I reimagined together.", she says as she strokes the back of a 1960's belt buckle while floating somewhere nostalgic, her fingers making their way to pull a 1970's gold chain. The bottom line is that these works of art have soul. And after getting to know Amanda a bit better, it's no wonder, because Amanda has got soul. Her love of fashion, her art, earth stones, vintage and sustainability can be seen in every piece and you will not want to miss how this romantic woman marries long lost vintage finds to create couture works of art that can stand the test of time.

Below is just a little bit about Amanda's journey and how you too can own a piece of Amanda's soul and her very rare ability to reimagine items in such a sophisticated way.

**SLTV: We're so honored to launch you to so many on the platform. But before we get to your "now", let's talk about your "then". We want to start with the early days. The vintage store days. Tell us how you got your start.**

AAH: I opened my clothing and accessories consignment boutique called New York Exchange located in Castle Hills in 2008. I have always been into fashion ever since I was a little girl. Opening a clothing and accessory store was important to me and a dream I always carried within me. Empowering people and helping make their lives better one day at a time was very rewarding and is what truly kept me going. When I first opened the boutique, it probably wasn't the best of times to open a new boutique because a recession had just started and continued for almost 2 years after. I didn't let anything get in my way. I was determined and opened the store anyway. I had a lot of ups and downs and a lot of trials and tribulations but, it was all well worth it. I was able to put on unique fashion shows, collaborated with other talented local artists, helped several local charities, worked with local modeling agencies, local photographers, mentored fashion students and supported fashion schools as well as promoted local artists displays in my store along the way. It was a fascinating time, very bitter sweet.

**SLTV: In the past five years of our researching San Antonio's fashion history, time and time again we run into a common story regarding the decline of the fashion scene. A time where many people gave up and went a completely different direction. You too were telling us a similar story. What were your reasons for giving up and where did you go?**

AAH: The journey was amazing and I wouldn't trade it for the world. Unfortunately, there was a lot of disconnects in the San Antonio fashion scene at that time. There was a lack of support within the community to help local artists, fashion organizations and sustainable companies such as mine. At that time it seemed as though people looked down on gently used items and or vintage items. San Antonio seemed to be overly conservative and it was not easy to sell vintage clothing and accessories during that time. People wanted new items and were willing to pay the overpriced price tags for those items. The community did not seem to take the San Antonio fashion scene and the people within it seriously. It was this constant uphill battle to convince people to see the benefit of promoting San Antonio fashion.

At that time I decided to sell my business and completely get out of the industry. To be honest I went into hiatus for a bit and then decided to get into a completely different career, medical sales. Unfortunately, for me I lost a lot of the connections that I had over those many years. These were all wonderful connections of people that I knew that inspired me, empowered me and supported me. Even though I switched careers, I always knew that deep down inside something was missing from my life. It was fashion and the people I trusted in it.

**SLTV: A story all too familiar Amanda, it's great to see things on the upswing. When did you decide to come back to the San Antonio fashion scene and why?**

AAH: Fast forward to about a year ago and see the light ignite within my heart and soul! I started [Minx and Onyx](#) with my husband, Jim. We opened an online eclectic vintage store that sells vintage clothing for women and men, vintage jewelry, eclectic handbags, mid century furniture and designs by myself, Amanda Alarcon-Hunter. I then started to play around with broken and or damaged vintage jewelry and the true artist really came alive within me! I believe this to be one of my many passions. Sustainable fashion has always been important to me and what better way to express it than to rework it, make it unique and bring awareness to our environment.

**SLTV: I can't tell you how much your jewelry-art speaks. It has such a strong voice and it is very evident that your soul is coming through on each piece. The way you combine separate pieces that would otherwise never be placed together and meld them into one — inspired! Your eye is fantastic. The moment we saw your pieces online, we were like, "who. is. this!?" We just wanted to take every piece on the table at the photoshoot and layer, layer, LAYER! Gorgeous, chunky, fabulous. Brava!**

**SLTV: When did your passion for sustainability truly take shape and how does this play a role in what you hope to promote through Minx and Onyx?**

AAH: My passion for sustainability started when I was a young girl. I often wore vintage clothing and collected antiques. Thrifting and garage sales were a must! I always knew I was an old soul and that sustainability would be my passion for life. Now, at [Minx and Onyx](#), we bring you styles of up-cycled and repurposed products that you can feel great about, through a sustainable business model that diverts waste. Our store is designed to transform unusable and unwanted items into stylish styles that are both fashionable and accessible to the everyday market. As fast fashion, and the culture that supports it, continues to take a massive toll on our environment, we recognize and understand the need for strong up cycling programs and or businesses. We also understand the importance of the intention that we owe to our society and environment. We at [Minx and Onyx](#) are truly dedicated to collecting, redesigning and making available to you newly recycled designed jewelry and eclectic vintage items.

**SLTV: Your pieces are gorgeous and truly have a strong voice. When a customer is attracted to your art, I imagine they would be drawn to this strong voice, this aesthetic, and in turn I'd imagine that helps you identify who your customer will be and vice versa. Talk to us about your creative process.**

AAH: Thank you for the amazing compliment! I appreciate the "strong voice" statement. The pieces I make are purely for that nature. Strength is what we need in these trying times of uncertainty. What better way than to show how fearless one can be by wearing a one of a kind statement piece and being true to oneself. Resilience, Passion and strength resides within me and channeling my passion into my creations is what I have to do to make it all work. Creating nothing into something is very liberating for me. It's a true blank canvas for me and I am grateful for the ability to see beyond the average and into the extraordinary. I admit I have never designed anything in my life until about 6-8 months ago! I have a history and experience of fashion merchandising, product development and styling but I never thought of myself as a designer until recently. I considered going to fashion design school when I was right out of high school but changed my degree to Business Management. Today I am combining my business skills, passion and design craft to truly bring alive [Minx and Onyx](#) and what we stand for.

**SLTV: We have so much talent coming together for a common cause these days. What excites you the most about the Texas fashion Industry movement that is happening right now?**

AAH: Wow, I have to say that, I am glad to be back! The movement is invigorating and I am excited to be a part of it again. What I see today is a shift in the fact that we, the industry, finally have the true support of the San Antonio community and surrounding businesses. Much like Austin, I see that the native Texans are more open minded and accepting of emerging designers, local artists and vintage curators. I see a lot of new and inspiring opportunities for businesses like mine. I see a lot of new faces and look forward to reconnecting with those that inspired, empowered and supported me through my early stages of my career. The fashion industry in San Antonio, Texas is exploding and along with the influx of people moving to our city and State I believe this has definitely helped shape where we are today. I am glad to be a member of the Texas Fashion Industry Initiative and see fashion in San Antonio as a way to connect in a sometimes a disconnected world. May we all be resilient in our endeavors and support each other in more ways than one.

**SLTV: Yes! It truly is a great time to be a Texan in fashion. Now, how much for this piece?**

Love Minx and Onyx?

So do we! Follow and purchase pieces here.

[Facebook: Minx and Onyx](#)

[Instagram: @minxandonyx](#)

[MinxAndOnyx.Com](#)