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## Shirts with spunk: 'Teaze' line humorously touts virtues of the city's neighborhoods

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By LaMont Jones, Pittsburgh Post-Gazette

Some folks criticize Pittsburgh's distinct neighborhoods as a source of parochialism and provincialism.

But fashion designer Julia DiNardo chooses to see them as places of personality and pride.

So when she got the idea to create Neighbor Teaze, a collection of T-shirts based on the city's 90 neighborhoods, she hoped the public might take a liking to them.

And they have. The vintage-style shirts, \$32 each, are selling briskly at Lilas in Shadyside and Sugar in Lawrenceville. Charles Spiegel for men/the Garage in Squirrel Hill recently began selling men's sizes, and the shirts are also available at [juliadinardo.com](http://juliadinardo.com). "The idea just kind of popped into my head out of nowhere," said Ms. DiNardo, a Highland Park native. "Even though I've been away from Pittsburgh for a little while, you can't help but loving the place you're from."

The regular lineup includes six tees, with plans to add two every six months. Lawrenceville, the South Side, Point Breeze and Highland Park were the first, and Shadyside and Squirrel Hill were just added.

Each soft cotton-blend gray shirt is silk-screened with a neighborhood name, a catchy slogan with a significant date and a symbolic image in a key accent color.

- South Side: No Parking Available Since 1942.
- Highland Park: A reservoir of java, jazz & joggers since 1903.
- Point Breeze: Frickin Fabulous Since 1903.
- Squirrel Hill: Keepin' It Kosher Since 1927.
- Shadyside: Pastries, Pubs, and Preppy Since 1963.
- Lawrenceville: Beer, Boutiques, and Bowling Since 1988.

Shoppers are requesting other neighborhoods, especially Oakland and the North Side.



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Julia DiNardo's tee shirts humorously evoke Pittsburgh neighborhoods, including Squirrel Hill (above), South Side, Highland Park, Point Breeze, Shadyside and Lawrenceville.  
[Click photo for larger image.](#)



**Highland Park native Julia DiNardo, 25, creates these neighborhood shirts from her home in Manhattan.**

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Ms. DiNardo said she was intentional about "incorporating a local element" into the line beyond the obvious neighborhood hook.

"It's hard to know which ones to do and which ones not to do," said Ms. DiNardo. "It will probably be demand. I'm growing and just kind of trusting the market. The neighborhoods should have a strong residential base and be easily recognizable."

At the owner's request, she made a special-edition one for the Ellsworth Avenue corridor in Shadyside.

Katie Bulger, owner of Sugar women's boutique, said the shirts have been "a huge success."

"Pittsburgh is always into their neighborhood and the city," she said. "I've had to reorder twice and they've only been here a month."

When Charles Spiegel put out his newest designs from D&G, Scotch & Soda and Monarchy this month, he introduced Neighbor Teaze right alongside them.

"I like the concept," he said. "The fabric's great, the fit's great, and it was new and fresh."

For example, her parents, Lou and Claudia DiNardo, and her best friend, Jamie Mainiero, all of Highland Park, provide creative input and help keep the business running. And a South Side company prints the shirts, which come in sizes small to extra-large for women and medium to extra-large for men.

Neighbor Teaze isn't Ms. DiNardo's first foray into fashion design. Her womenswear separates have been sold in several Pittsburgh and New York specialty stores.

She designs from New York City, where she earned a bachelor's degree in fashion marketing and Italian from New York University and a master's degree in Italian from Columbia University.

But lately, she's been investing more time in fashion journalism and copy writing for clients such as Redbook, GQ, the New York Sun, Clear magazine, J. Crew and Bloomingdales.

For those who consider \$32 rather pricey for a relatively simple T-shirt, Ms. DiNardo said she's not raking in the cash.

"I only make a few dollars off each shirt when it comes down to it, so it's definitely a labor of love," she said. "I'd rather have a good-quality product out there than something I can't stand behind."

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Post-Gazette fashion editor LaMont Jones can be reached at [ljones@post-gazette.com](mailto:ljones@post-gazette.com) or 412-263-1469.