

## **Misfit culture.**

Taking pride in Reno's quirky side.

**Written by Erinn Morgan**  
**Photo by Alicia Santistevan**



### **• Flashy threads Model Natalie Kovaltehouk dons Reno Envy gear at Roxy's.**

Reno is a town full of sharp contrasts — casinos backdropped by vaulting mountains; vintage shops and bars juxtaposed with sophisticated retailers; and business people sharing the road with Burners. If you can see the beauty in all this, then you just might have a case of Reno Envy. So hopes Scott Dunseath, founder of this idiosyncratic clothing and accessories company that celebrates Reno's uniqueness.

“Reno Envy is a reflection of Reno's past, present, and future — its history is deeply rooted in what some would characterize as sin and debauchery, but there are many who hail this great city as one of freedom,” Dunseath says. “Reno has made great strides in the last decade in redefining itself. It's been recognized as one of the best places to live and raise a family in the United States. Reno Envy embraces all of this.”

The name itself is even a play on the abbreviation for Nevada (NV). And the tongue-in-cheek concept manifests itself in an unorthodox product line of shirts, hats, and sweatshirts that feature the company's moniker in a variety of “parody logos,” ranging from a Coca-Cola style (Enjoy Reno Envy) to a John Deere-style logo (which resembles a mobile home). Belt buckles and souvenirs are in the works.

## **FASHION INSIDER**

By day, Dunseath is the Northern California sales rep for Vans, a job that gives him a leg up on trends, styles, and colors six to nine months out, he says.

Reno Envy products are currently sold at select local retailers, including Rad Betty's Fresh Thrift, Eldorado Hotel and Casino, and Eternal Boardshop in Sparks, and through the company's Web site at [renoenvy.com](http://renoenvy.com).

Dunseath, a Reno local, also is pounding the proverbial pavement to increase awareness for his new brand.

“The very first time I was out in public with it was at the Reno River Fest (’05),” he says. “I had a bunch of hats and one shirt, and I sold almost 50 pieces. It made me realize I had something here.” Since then, he also has set up his booth at Street Vibrations and some regional shows.

While the customer for Reno Envy ranges in age and interests, the target audience is mainly Renoites.

“Local Nevadans and Reno folks love it — the tourists (who aren’t as quick to catch on) don’t get it so much,” Dunseath says.

To that end, he says to watch for a Reno Envy store coming soon to a quirky city near you.

*Erinn Morgan is a Truckee-based freelance writer whose work has appeared in Manhattan Style, Bike, and Soho Style.*