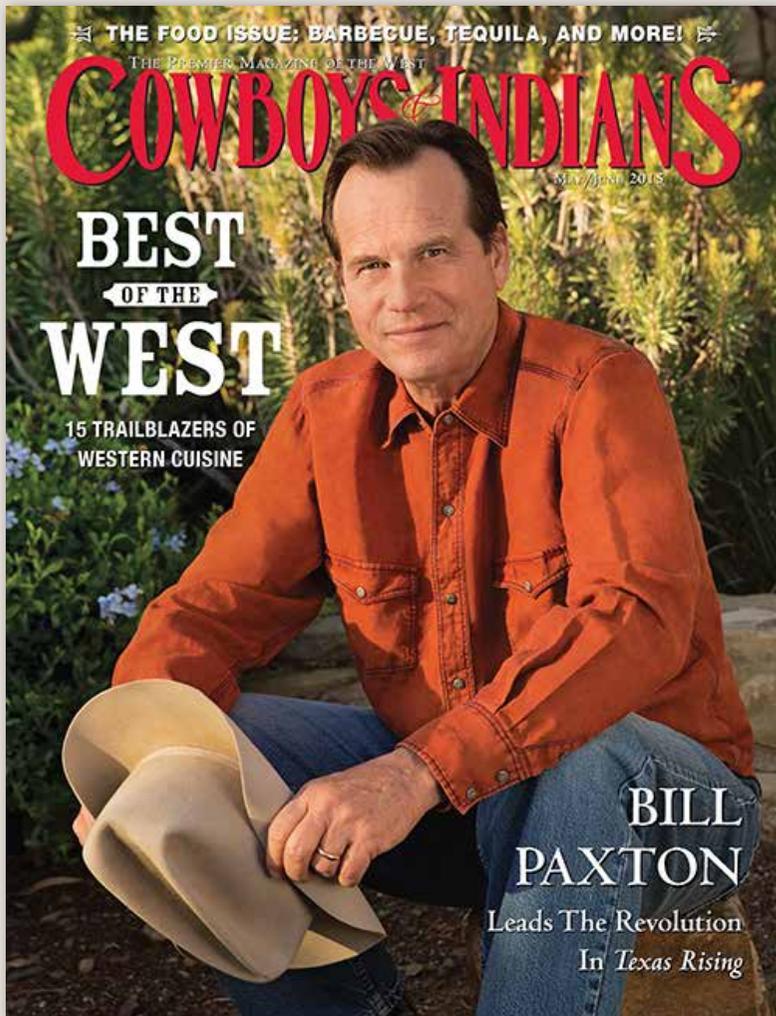


AS SEEN IN

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS



★ Check us out in
the May/June issue!

Western Storefront



Ya Ya Gurlz

“Women always put everyone else first. They spend money on their kids, their husbands, and their friends before they treat themselves,” says Julie Young, cofounder of the Ya Ya Gurlz boutique in Abilene, Texas. “So we wanted to create a place where they could have a good time and feel special when they leave.”

Teaming up with her daughter, Summer Cullins, Young has done just that. The duo opened up shop in April 2008, designing a boutique that’s trendy but not hokey, retro but not too far-out, and a place for women to feel free to indulge.

It was Cullins who came up with the Ya Ya Gurlz name. “It was inspired by the film *Divine Secrets of the Ya-Ya Sisterhood*,” she says. “The mother-daughter relationship in the film is similar to my relationship with my mother, so we took it from that.”

“We’re both a little dysfunctional,” Young adds, laughing.

Located in a building that used to be a business college, Ya Ya Gurlz delights in tweaking its conventional surroundings. Not many stores in Abilene greet customers with a vintage Volkswagen Beetle cut in half, covered in bumper stickers, and converted into a couch. “We love it here, but Abilene is a pretty conservative town,” Cullins says. “Now we don’t have to drive to Dallas to find the kinds of clothes we like.”

Among its original inventory, the chic boutique boasts colorful home décor and jewelry, fashions from the likes of Tasha Polizzi and Gypsy Soule, Old Gringo and Liberty Black boots, and Double J Saddlery’s studded leather accessories. “Basically, it’s the kind of stuff we had in our closets at the time,” Young says. “I’m a little hippie and Summer is a little outlaw, and we both have some rocker in us. That’s the vibe you’ll find in the store.”

Ya Ya Gurlz, 1315 S. First St., Abilene, Texas, 325.437.4367,
www.yayagurlz.com. —David Hofstede