

Friends, fashion truck owners provide unique shopping experience for locals

BY ELIZABETH EDEN



Friends Julie Megahan and Amie Bennight converted a 1996 school bus into Delilah's Fashion Truck, a clothing store on wheels.



Delilah's Fashion Truck offers guests a boutique shopping experience inside a renovated school bus. Photos by Elizabeth Eden

In December 2016, two local friends walked into a unique type of store — a shopping truck — and an idea was born.

“I looked at Amie and said ‘We are doing this,’” said Julie Megahan, Flying Horse resident and co-owner of Delilah's Fashion Truck, along with her friend, Amie Bennight of Monument.

“Fashion has always been my forte,” Megahan said. “I have a background in retail and my degree is in marketing. From the time I was 16 I worked in retail

stores: The Limited, back when that was the thing, then The Gap.”

Bennight is right there with her. “I love clothing, love to shop,” she said. “Julie has always been my shopping buddy. She has really taught me a lot about fashion.”

Bennight, who has a background in marketing and communication, was working for the Community Partnership for Child Development (CPCD) at the time, which serves low-income children.

“In March 2017, CPCD put an old school bus up for sale,” Bennight said.

“It seemed like a sign from above,” Megahan said. “The timing was just perfect.”

The two friends purchased the 1996 school bus and spent three months transforming the inside into a rolling mobile boutique.

“It was a lot of fun; Julie did almost all of it herself,” Bennight said of the vintage-style, rustic decor. “She made almost everything from scratch. She used things like old plumbing parts for the hanging rods and refurbished an old door for a decoration.”

Delilah’s Fashion Truck, named after Megahan’s beloved Chihuahua Delilah, opened for business in September 2017 and has been going strong since.

“We have done all sorts of events along the Front Range, from Fort Collins down to Pueblo, big to small, both public and private,” Megahan said. “We have been to big events like Vintage Market Days in (Colorado) Springs. We set up at the Art Hop in Monument every month and do a lot of community events.

“We also do small events at people’s houses — girls’ nights, birthday parties, things like that. It’s a lot of word-of-mouth. There is no charge to have us come do an event, no extra work for the hostess.”

Giving back to and connecting with the community has been part of Bennight’s and Megahan’s vision from the beginning.

“We have done fundraising events for churches, schools, service organizations. We give a percentage of the sales that day to the group,” Bennight said.

Delilah’s seeks to offer a mix unique clothing pieces and wardrobe staples at a broad price point that appeals to women of all ages. “We try to offer on trend fashion in all sizes,” Bennight said.

Delilah’s carries well-known brands including Kut from the Kloth, Sadie & Sage, Love Stitch, Band of Gypsies and Daydreamer. “I prefer to offer clothing made in the USA whenever possible,” said Megahan.

Megahan and Bennight said Delilah’s appeals to those who don’t actually like to shop for clothing. “We’ve had people come in who say they hate to shop. They come in and we take them through the whole fashion truck experience and they leave happy,” Bennight said.

Megahan and Bennight hope shopping at Delilah’s helps women feel more confident and beautiful.

“We really want women to feel good about themselves, to walk out feeling beautiful,” Bennight said. “I only want women to buy something that when they wear it, they feel fantastic. We just love doing this. It doesn’t feel like a job at all. To see these women come in and walk out inspired — it’s totally worth it.”

Check out Delilah’s Fashion Truck online at delilahsfashiontruck.com or on Facebook and Instagram @delilahsfashiontruck. Bennight can be reached at 466-9006, and Megahan can be reached at 210-273-6594.