

New Fashion Director Puts the Bloom on Rosedale Center

Jahna Peloquin, a Twin Cities tastemaker, is on a mission to make fashion magic for the 14 million shoppers who visit Roseville's largest mall each year

Jahna Peloquin, [Rosedale Center's](#) new fashion director, would have grooved to her gig in 1969, when the mall first opened.

In the year of the Woodstock Festival, everyday people left their homes as though dressed for a costume party -- men parading in crushed velvet, Edwardian-styled suits and Nehru jackets, women a-bloom in diaphanous Bohemian dresses, mini-skirts, teetering platform shoes and the (yet undead) tie-dye. (Sound familiar?)

As a teen, Peloquin's budding passion for fashion drove her to her mother's closet in search of those same vintage styles. Since then, her distinctive sense of style has earned national and local recognition by American Craft magazine and others. In 2018 Peloquin was named to City Page's Best Dressed list.

And in 2015, she created [Fashion Week MN](#) with local style maker Sarah Edwards. The nonprofit, volunteer-run organization hosts twice-yearly fashion events that have raised the profile of the local fashion community and incubated new talent.

"My style is hard to define," said Peloquin. "I look at fashion as my costume of the day, something that reflects how I'm feeling, or the image I want to project that day."

She's drawn to quirky, charming fashions from the 1920s to the 1990s – and style icons like 97-year-old [Iris Apfel](#). Not surprisingly, she longs for the demise of athleisure apparel.

Today, Peloquin brings her well-honed aesthetic and eclectic tastes to her new role at Rosedale Center. There her creative drive and versatility are essential, considering shoppers' insatiable appetites for the new and Instagrammable – and the mall's commitment to continuous reinvention.

A Minneapolis-based style writer and fashion consultant, Peloquin has held a variety of creative roles over the past decade. She's been style editor for Minnesota Monthly, worked as a contributing style writer for the Star Tribune, Midwest Home magazine and Vita.mn, and been a beauty copywriter for Target.

The daughter of an artist-turned-art teacher and professional chef, Peloquin's creativity was always encouraged as a child. She grew up drawing and painting, and even designed her own dance costumes.

A day in the life of a fashion director, by contrast, is a bit less playful. It takes grit, hustle – and often, a willingness to burn the candle at both ends.

Peloquin is all in, consciously cultivating Rosedale’s distinctive style as she promotes store events, consults on fashion projects, selects props for video shoots and styles TV spots.

Her days are hectic, but Peloquin finds inspiration in the steady stream of creative opportunities popping up at Rosedale Center – from fresh retail concepts to creative, boundary-pushing cultural events that spur community conversations.

“It’s exciting to be part of Rosedale’s evolution into an inclusive, welcoming gathering space for the community,” said Peloquin. “It’s becoming an authentic hub for arts and culture – and a destination for everything from local and handmade goods to the latest craft cocktail.”

Rosedale Center’s style makeover began in 2016 with a major, multiyear renovation. Today its tenants include progressive retailers like [Ragstock](#), [Six For Good](#) and [Rose & Loon](#), and pop-up shops like [Haunted Basement](#).

The fresh mix of tenants, gathering spaces and public events are intended to reflect the changing face of the broader community, including socially minded values held by younger consumers. This May, for example, Rosedale appealed to the LGBTQ community with a fashion campaign featuring RuPaul’s Drag Race and fashion expert Carson Kressley.

Said Peloquin, “I think people should wear what makes them feel good and expresses their personality – like Iris Apfel, who doesn’t give a hoot what people think of how she looks!”

About Rosedale Center

Rosedale Center is centrally located between the Twin Cities of Minneapolis and St. Paul. The 1.2 million square-foot shopping center features 160 retailers including AMC Theatres, JCPenney, Macy’s, Rose & Loon and Von Maur. Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. For more information on stores, events, and programs, please visit rosedalecenter.com.

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