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YOUR GUIDE TO SHOPPING IN MELBOURNE'S SUBURBS

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MELBOURNE'S SUBURBS

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MY CATWALK:
Australian designer
luxury, p71.



MELBOURNE'S CBD

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MELBOURNE'S CBD

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DAVID JONES:
The shimmering
Bourke St store, p106.



ZOMP: The architecturally designed shoe temple, p127.

THE STYLE CAPITAL

The *Fashionista's Guide to Shopping in Melbourne* brings together the best of Melbourne's fashion, beauty and homeware retailers, showcasing the incredible range of creativity and style in pockets of the city and suburbs. Beautiful pieces and effervescent style radiate from each of the book's pages.

This guide is a portal that opens up the city for travellers and locals alike. Whether you have lived in Melbourne your entire life, or have just arrived for a weekend of sightseeing, dining and shopping, *Fashionista's Guide to Shopping in Melbourne* will help you discover boutiques that you never knew existed, along with the stores you already love.


Places like Paris '99 and Treasurette epitomise the hidden gems beneath the noses of every well-heeled woman—and man—in this city, where fashion is a fundamental and shopping is an essential, world-class experience.

Other boutiques like Le Louvre and Harrolds are legends in their own right for bringing the best of the best to Melbourne's chic black-clad streets for decades.

In the following 12 chapters, more than 250 of Melbourne's best boutiques and retailers are celebrated. Each store, whether it covers the spectrum of fashion, homewares, shoes, accessories, lingerie or childrenswear has been chosen because it has that something special that sets it apart. The boutiques either house standout collections, coveted designs or are a destination in themselves—creative spaces that enhance their offerings. Some are Melbourne stalwarts, while others are fresh-faced and breaking new ground. Then there are the retailers who just do what they do so sublimely that their presence makes the city shine.

As Coco Chanel said: "Fashion is not something that exists in dresses only. It's the wind that blows in the new fashion; you feel it coming, you smell it. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." This, Madame Coco, *is* Melbourne.

EMILY POWER AND ANTONIA MAGEE—EDITORS

Three black dresses are displayed on mannequins. The dress on the left is a halter-neck style with a wide, ruffled collar and a full skirt. The middle dress is a long, flowing gown with a high, ruffled collar and a full skirt. The dress on the right is a sleeveless, knee-length dress with a high, ruffled collar and a full skirt.

MADAM VIRTUE AND CO.:
The very best of
international design, p30.

A PRICE GUIDE

The price guide in this book has been designed to show average costs at each store—some items might be cheaper, others more expensive.

💰 = \$50 and under

💰💰 = \$51–\$200

💰💰💰 = \$201–\$500

💰💰💰💰 = \$501–\$1000

💰💰💰💰💰 = \$1001—Price on application



FASHIONISTA'S TOP 10



ALICE EUPHEMIA:
A cutting-edge store
for local design, p22.

BOUTIQUES THAT HAVE SHAPED MELBOURNE

Our Top 10 stores.

Within Melbourne's vibrant retail scene are boutiques that are beacons—each worth a visit at least once in your life to be thoroughly inspired and intrigued.

These 10 stores, embracing a breadth of styles and retail offerings, have been chosen for their significant contribution to Melbourne retail: the founders or designers are mavericks, who have made their imprint on the retail scene; the products are unique; or, quite simply, the stores are exquisite to step into. Each store is different—from one of the best vintage stores in Australia, to an A-list couturier and the dazzling boutique who inspired the iconic phrase 'The Paris end of Collins Street'. All are world class.

Whether or not you can afford to buy a piece is irrelevant—the pleasure of wandering through the boutique transcends purchasing, it is a sensory experience. These stores have attracted cult followings, and many are frequented by local and international celebrities.

Online shopping is the retail therapy *du jour*, however, these boutiques prove that a click of the mouse and the wait for a parcel to arrive cannot compete with the levity offered by the very finest of 'bricks and mortar' shopping.

While we acknowledge there are others in Melbourne that could be classed in this echelon—and we wish we could include them all—these stores are 10 of the best.



Women's Emporiums

Alice Euphemia

\$\$\$\$\$

a Shop 6, Cathedral Arcade, 37 Swanston St, Melbourne 3000
p 9650 4300
w aliceeuphemia.com
h Mon–Sun

An iconic fashion destination on the ground floor of the ornate Cathedral Arcade off Swanston Street, all of Alice Euphemia's carefully curated pieces are Australian or New Zealand made. Owner Karen Rieschieck has a discerning eye for recognising and supporting new and established talent, a commitment she has held since the store's launch in 1997. If a local or niche label is on the style radar, you'll find an edit of the best of the collection on Alice Euphemia's racks.

The emporium stocks established labels like Romance Was Born, Michael Lo Sordo and Lover, through to emerging brands, such as Kahlo, Jolet and Diaz. Hip-hop star Kanye West heard the good word about the boutique on his tour of Australia in early 2012, and ducked in unannounced to scoop up an Emma Mulholland digital-print backpack and some jewels by Dani M.

Rieschieck's support for dynamic, innovative and individual brands has extended beyond buying to include a residency program which dedicates retail space to young labels. The art installations throughout the double-storey boutique are by leading fashion designers, including Magdalena Velevska, Claire Inc, Jenny Kee and Christopher Esber. This store is more than a premier store for exceptional fashion—it's a place that nurtures and affirms the bright future of Australian fashion design.



Menswear

Chido

\$\$\$\$\$

a Basement, 114 Russell St, Melbourne 3000
p 9663 0044
w chido.net.au
h Mon–Sun

Uncomplicated fashion is showcased in the crisp and modern Chido basement emporium, where young men with a desire for the finer elements of modern dressing have shopped for 15 years. The in-house Chido label features alongside cool Japanese luxury brands such as Comme des Garçons and wallets and fragrances from its sub label Play, plus pieces by Junya Watanabe, IC Berlin eyewear, Officine Creative shoes and jeans by Superfine.

It also stocks the brand Kolor, which designer and founder Andrew Chido describes as one of the most exciting men's labels he has seen: "It is a bit of a mix between Comme, Maison Martin Margiela and Dries (Van Noten) at its peak."

Chido says his store stands out because it does not follow trends—it leads the way: "I am in fashion but if you read that yellow is in, Chido will not be doing yellow, because it is already too late."

Devotees of Chido's style include the arts community, as well as architects, graphic designers and discerning international students.

"We are different because we are a bit lighthearted and edgier," Chido says. "We are not too serious—we love our fashion but we are random and sporadic, which is my personality. We are just about great clothing that can be worn, but not in a fashion-victim way."



Accessories

Christine

\$\$\$\$\$

a 181 Flinders Lane, Melbourne 3000
p 9654 2011
w christineaccessories.tumblr.com
h Mon–Sat

Christine Barro is the keeper of Melbourne's most exquisite finishing touches. Her covert international accessories parlour is a wondrous experience for any fashion lover seeking pieces to add personality and sparkle to their wardrobe.

Barro's incomparable reputation as Australia's accessories doyen is built on more than 40 years in the industry. This includes 28 years as an accessories buyer for the iconic department store Georges, a title that is limited in its descriptive scope considering her influence and impact. "I brought Fendi and Prada and Sonia Rykiel to Australia way back in the time when people were buying handbags by colour rather than by house," says Barro.

Her jewellery box of a store, below Flinders Lane, is *the* place to find a bottle of the most sensuous perfume or an artistic hat for the Spring Racing Carnival. Try a spritz of Fleurissimo by Creed, the fragrance made for Grace Kelly for her wedding to Rainier III, Prince of Monaco.

When distinguished hat designer—and Barro's great friend—Philip Treacy, who creates mind-boggling masterpieces for superstars Lady Gaga, Grace Jones, Madonna and the British royals, visited Melbourne in 2011, he chose to have an intimate show in Barro's boutique.



Women's Emporiums

Grace

\$\$\$\$\$

a 595 Malvern Rd, Toorak 3142
p 9827 2133
w gracemelbourne.com
h Mon–Sun

Step past the lush ivy frontage of Grace and discover a boutique that looks every inch what a fashion-savvy young woman wishes her apartment could be. The signature styles of owners Georgia Danos and Ilana Moses' inviting store is easy-to-wear, trans-seasonal pieces in natural, luxe fibres from labels that previously had been difficult to find in Australia. When fashion editors spruik "wardrobe classics" and the "building blocks of every closet", they could easily be referring to the timeless and chic offerings at Grace.

Pieces are chosen to endure beyond one or two seasons by virtue of craftsmanship and style. Sashay into Grace to pick up Chloé sunglasses, slips by Love and Lustre, Lara Bohinc statement jewellery and indulgent Vaille cashmere knits. Lusciously printed scarves—an essential finishing flourish, no matter what the season—are a signature of their store. Danos and Moses import more than 20 international brands, including APC, Anna Sui, rag & bone and Tucker, and also have their own in-house label.

Under their namesake brand, knitwear is a standout and most of the pieces are crafted from vaporous silk, superfine cotton or warm Italian merino. At Grace, you can splash out on an investment piece, like a Carven leather jacket, which will last a lifetime, or grab delectable tea-infused dark chocolate for momentary and inexpensive pleasure.



HARROLD'S: For men with impeccable taste, opposite.



Menswear

Harrolds

\$\$\$ \$ \$ \$ \$

a Shop 9, 101 Collins St, Melbourne 3000

p 8660 7888

w harrolds.com.au

h Mon–Sun

When men about town with exacting taste want for exquisite clothes, they visit Melbourne's luxury men's department store Harrolds. Suits, shirts and finely finished accessories for every discerning *homme* can be found from the world's highest-end fashion houses, including international labels from traditional designers, like Brioni, Kiton and Pal Zileri, to the contemporary custodians of arresting style by Givenchy, Balmain, Alexander McQueen and Yves Saint Laurent.

Among its many exclusive offerings, Harrolds is the only department store in Australia to stock Tom Ford—a swish label renowned for its masculinity and modern relevance.

Executives and the establishment have long been at the heart of Harrolds' loyal clientele, but the Melbourne institution is attracting a new generation of youthful customers who appreciate the details of excellent dressing and respect the heritage of fine tailoring. Harrolds is owned by brothers John and Theo Poulakis and is under the creative direction of Chris Kyvetos, three of the best purveyors of menswear in Australia. Check the website for more store locations.



LE LOUVRE: Graffiti offsets a plush-meets-urban attitude, opposite.



Women's Emporiums

Le Louvre

\$\$\$ \$ \$ \$ \$

a 2 Daly St, South Yarra 3141

p 9650 1300

w lelouvre.com.au

h Mon–Sat, appointment required for bridal and eveningwear

For 90 years, the French salon founded by Lillian Wightman has dressed Melbourne's society maven. Her daughter, Georgina Weir, inherited the enterprise in 1993, dishing up fashion dreams to the new wave of stylish darlings. The interior of this modern temple of glorious style is sexy and sparkly. Crocodile skins, street graffiti, taxidermy, signature gilded mirrors, spritzes of glitter and a sleek concrete floor make for a plush-meets-urban attitude that expresses the store's heritage.

Wightman, originally from Ballarat, packed up the first incarnation of the store in Howey Place, which she first opened in 1923, moving Le Louvre to the top end of Collins Street a decade later. The store quickly became the go-to place for the wives of the powerful and influential. The frisson and breathtaking beauty of her salon at 74 Collins Street was the inspiration for the phrase, 'The Paris end of Collins Street'.

In 2010, Weir sold the Collins Street house of fantasy, reopening in a renovated tram depot, and housing brands such as Marchesa, Maison Martin Margiela, Stella McCartney, Céline and Azzedine Alaïa, among others. It is here that fashionistas find a frock for life's most special moments, whether it is a wedding or a walk up a red carpet. The boutique occupies the ground level of the building, while the salon, which is private and offers a more curated collection, offers a personalised experience.



Women's Emporium

Madam Virtue and Co.

\$\$\$\$\$

a 5 Crossley St, Melbourne 3000

p 9663 8669

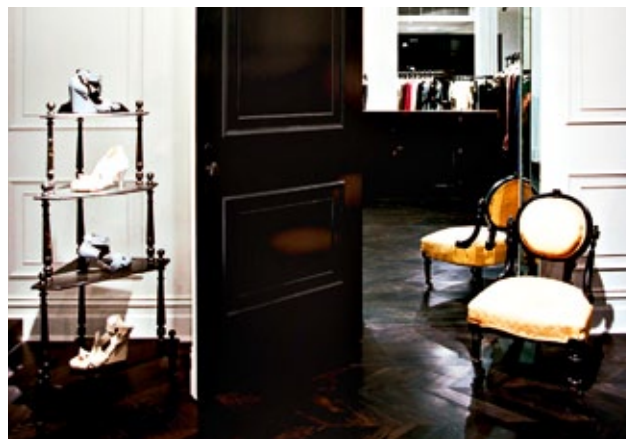
w madamvirtue.com.au

h By appointment only

The clientele of this remarkable couturier's salon and fashion archive is an esteemed Hollywood roll call—the boutique has dressed stars for the Oscars, Golden Globes and the British Academy of Film and Television Arts awards. Madam Virtue and Co. is often referred to as vintage heaven, but founders JC Lloyd-Southwell d'Anvers (couturier) and Dean Hewitt (creative director) define the decadent collection of unworn haute couture as an archive.

Their collection of pieces by Dutch, Japanese and French fashion legends are imported in one-off or limited-edition quantities. Lloyd-Southwell d'Anvers also creates sumptuous couture, which is designed in Melbourne but made in Paris. Their cache of vintage and contemporary Chanel couture, handbags and jewellery is the largest in the southern hemisphere. When Lady Gaga toured Australia last year, she purchased a one-off Chanel handbag from Madam Virtue and Co.

"We travel the world every one-and-a-half to two months to update our stock and bring the very latest in the international market," Lloyd-Southwell d'Anvers says. "Clients typically leave thinking they have travelled to Paris and were treated to an intimate moment of pure luxury and indulgence."



Women's Boutiques

Marais Enterprises

\$\$\$\$\$

a 1st Flr, Royal Arcade, 314 Little Collins St, Melbourne 3000

p 9639 0314

w marais.com.au

h Mon–Sun

Named after a renowned fashion quarter in Paris, Marais Enterprises embodies a version of the pared-back elegance of the French capital's street style. European in feel, with a brooding interior, Marais' brands are a roll call of the top labels in the world for women and men. For women, there is Balenciaga, Stephen Webster, Sharon Wauchob, Rad Hourani, Todd Lynn, Viktor & Rolf, Givenchy and Carven, among others. For men, Lanvin, Julius MA, Balmain, Wooyoungmi and Mastermind brands are respresented.

Marais carries these world-renowned major labels throughout the year, but seasonally bolsters its offering with carefully selected smaller labels.

Among the sumptuous accessories at Marais are coveted Givenchy handbags to complement the ready-to-wear collection on the racks. For men, Balenciaga bags are much sought-after.

Marais opened in 2004 and, in that time, has amassed a dedicated following from local and international celebrities—whose identities are kept strictly private—who repeatedly drop in to pick up ready-to-wear pieces whenever they are in Melbourne for business or pleasure.



Vintage

ML Vintage

\$\$\$ \$ \$ \$ \$

a Suite 3, 7 Almeida Cres, South Yarra 3141

p 9826 6789

w mlvintage.com

h Mon, Wed, Fri by appointment

Regarded as one of the world's finest vintage clothing stores, all of the 4000 international designer garments and accessories at ML Vintage have never been worn. Owner Mary Lipshut, the grand dame of vintage fashion, pioneered European designer fashion in Australia as the sole importer and distributor for the brands in the 1970s. She has accumulated a staggering cache of luxury clothing, including Courrèges, Missoni, Versace, Pucci and Armani, all archived in the vast showroom with tags still attached.

"I have them for a variety of reasons," Lipshut says. "The whole shipment of Courrèges I have because it arrived in 1972, one week after France dropped the first bomb in the Pacific and Australia black-banned everything French for two years, so I was stuck with it."

Lipshut was encouraged to put the precious pieces into storage by her friend, legendary Milanese fashion writer Anna Piaggi. "She said pack it away, because vintage fashion is going to come into its own, and she said that in 1973," Lipshut says.

Fashion collectors and museums all over the world have acquired important pieces from Lipshut's priceless stockpile in South Yarra. "It is the place where you can find something truly unique," she says.



Women's Boutiques

Scanlan & Theodore

\$\$\$ \$ \$ \$ \$

a 285 Little Collins St, Melbourne 3000

p 9650 6195

w scanlantheodore.com.au

h Mon–Sun

Contemporary and opulent, Scanlan & Theodore is classically Melbourne. As one of the city's marquee stores and a favourite for generations of women, the style embodies the city's European mood and preference for refined and fuss-free style.

Pieces from Scanlan & Theodore become instant wardrobe favourites—the brand's fine knits, jackets and coats have cult status among women who appreciate timelessness and quality, and like to swaddle themselves in something luxurious to ward off Melbourne's winter chill.

Without the need for hype or fanfare, the label has deeply entrenched itself with women who desire streamlined style and basics. This under-pinning of sleek, modern luxury has rung true since Gary Theodore and Fiona Scanlan started the business in 1987. Scanlan left the business some years ago to concentrate on childrenswear (see page 164).

Scanlan & Theodore's collections are adaptable for every aspect of a woman's wardrobe—a special occasion, smart style for work, or everyday sophistication—and is adored by leading fashion editors and stylists alike for their own wardrobes. Check website for more store locations.