

'Bourne to Shop

Discover the wonder of shopping Down Under. BY JAE-HA KIM

SURE PARIS, TOKYO, AND MILAN ARE RENOWNED FOR THEIR HAUTE COUTURE AND TRENDSETTING STYLES, but for a fashion forward twist on the latest looks, Melbourne is the world's latest "must shop" destination.

Kylie Minogue and a slew of other Australian celebrities have homes in the trendy and upscale neighborhood of South Yarra, and it's not difficult to see why. The streets are lined with immaculate homes, charming cafés, and funky boutiques. Like LA's Robertson Boulevard, South Yarra's Chapel Street is the place to hit if you have limited shopping time. In addition to cute boutiques like Ellin Ambe (511 Chapel Street) this area is full of quaint coffee shops where you can recharge with a "long black" (an espresso thinned out with steaming hot water). Not far from Chapel Street, designer shops dot Little Collins Street in the heart of the city. Don't miss Melbourne-based designer Victoria Loftes' eponymous shop filled with smart, romantic pieces that evoke creations from decades gone by (173 Little Collins Street). You'll lose yourself in the beautiful array of Italian jersey, French lace, and Chinese silk.

The beachside community of St. Kilda, Melbourne's equivalent of Venice Beach, is also brimming with fashion finds. A hip, young crowd of residents and tourists can be seen perusing the plentiful shops along Acland and Fitzroy Streets.

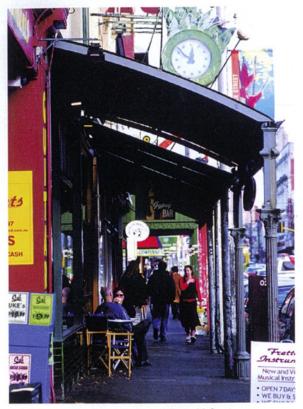
On nearby Flinders Lane, boutiques such as Alice Euphemia (37 Swanston Street, aliceeuphemia.com) stock items made primarily by Australian and New Zealand designers. It's a great place to shop not only for yourself, but also for souvenirs. And lest we forget the men in our lives, check out Egotism (126 Greville Street, egotism.com.au), which carries fashion forward clothes that are surprisingly wearable.

At the corner of Swanston and Lonsdale Streets sits the QV, a shopping center that features an array of retailers and designers including stores such as Ghetto, Loreak Mendian, and Edge Clothing, which cater to the country's huge surf culture. You're sure to find cool gear that the other surfers back home won't be sporting.

People watching on Brunswick Street is almost as much fun as shopping there. Almost. Be sure to take a look inside some of the boutiques; the lines are by young, relatively unknown designers who create great statement-making outfits for clubbing. Fans of vintage clothes will find a plethora of second hand shops on Brunswick, as well.

There are more vintage shops and factory outlets on the hill between Punt Road and Church Street. Granted, you may have to walk through a maze of furniture to get there, but the marked-down prices are worth the effort.

Clearly, Melbourne has more to offer than great shopping-the local wines and scenery are reason enough to make the trip—but every fashionista should know about the city's best-kept secret. *



People watching and prime shopping along Brunswick Street.

Where to Stay

Melbourne is home to some of the world's best hotels. The Langham Hotel, a member of the Leading Hotels of the World, is a luxurious haven on the south bank of the Yarra River (1 Southgate Avenue, 800-745-8883, Ihw.com; rooms from \$135). Another favorite is the Lyall, which is situated in the heart of trendy South Yarra and within walking distance of some of the city's best dining and shopping (14 Murphy Street, 61-3-9868-8222, thelyall.com; rooms from \$180). Rooms come equipped with a small washer/dryer combo-always a plus for travelers. If you're looking for a great view of Melbourne at night, you can't beat a room at the Crown Towers (8 Whiteman Street, 61-3-9292-6666, crowntowers.com.au; rooms from \$182). Suites have floor-to-ceiling windows, and the panoramic view truly makes you feel like you're on top of the world. To start your day off with something new, order from the Crown's Asian breakfast menu. The dumplings are to die for. And if you need to be located in the heart of Melbourne's business district, try the Adelphi Hotel (187 Flinders Lane, 61-3-9650-7555, adelphi.com.au; rooms from \$373). Its "less is more" approach refers to the minimalist décor, not the service.