

Experience Fashion and Fun

All the best from internationally renowned designers to edgy local creations can be found across Melbourne.

Day 1



Check In and Go Out

Brilliantly located on Melbourne's most famous boulevard, St Kilda Road, **Royce Hotel** has great views of the Melbourne city skyline and is virtually next door to the **Royal Botanic Gardens**. There are a myriad of amazing places just a short tram ride in any direction from the Royce: the **Central Business District**, with its 19th century network of laneways and arcades; Melbourne's arts and cultural precinct; **St Kilda's** beachside fashion and dining; the fashionable shopping districts of **Toorak Road** and **Chapel Street**.

Roaming around Richmond

Spoilt for choice really. But choose you must, so put down the bags and head off to **Bridge Road** in Richmond. Take any tram along St Kilda Road to the **Federation Square/**

Flinders Street Station stop, then change over to a number 48 or 75 tram to Bridge Road. Melbourne's cosmopolitan culture is captured here where there is something for every taste and budget. Explore four blocks of wall-to-wall shops, cafés, bars and restaurants – and as a heritage area there is also plenty to look up at from street level. Start at the Punt Road end and walk down one side of the street and then up the other back to Punt Road. **meet me at mike's** is a loving shrine to times gone by, with stocks of pre-1989 to 1920s vintage clothing and accessories, books and quality labels such as Gorman and Marc Jacobs.

A Taste of Vietnam

If you can manage it with all your shopping bags, take the bus along Punt Road to **Victoria Street** for a spot of lunch and excellent Cantonese cooking at the **Pacific Seafood BBQ House**.

After lunch wander along Victoria Street, which is predominantly Vietnamese – you'll hear and see the Vietnamese language in the street all around you. **The Orient Express** is a vast showroom featuring furniture, home accessories, decorator items, soft furnishings and architectural pieces. There is also a gallery space with antique artefacts collected throughout the East.

Delizioso!

Drop off your purchases at the Royce and head out again - this time to **St Kilda**. A number 16 tram will take you along St Kilda Road and on to **Café Di Stasio**. Dining here is a true Italian experience – the food and the overall atmosphere have made this restaurant one of Melbourne's most-loved fine dining experiences. And the service is an art-form in itself.

Day 2



Take a Stroll

Chapel Street is just around the corner and up the road from the Royce. Out the front door, turn left and then left again into Toorak Road. A five-minute amble and you will be at the corner of Toorak Road and Park Street where you can wait for a number 8 tram to take you to Chapel Street – or if you are feeling energetic, keep walking down Toorak Road! Take the time to check out the unique and the unusual in fashion and art that is **Toorak Road, South Yarra**. When you get to the corner of Toorak Road and Chapel Street turn right to shopping, dining and café heaven! Drop into **Caffe e Cucina** for an energising refreshment of your choice – Melbourne is very particular

about its coffee and Caffe e Cucina is a great place to start.

Possibly one of the world's longest 'catwalks', Chapel Street runs south from Toorak Road for almost two kilometres and takes in the suburbs of **South Yarra, Prahran** and **Windsor**. This area has inspired a number of Australia's most revered fashion designers who have gone on to achieve international acclaim.

Greville Street is the epitome of cutting-edge. Located off Chapel Street a few blocks south of **Commercial Road**, it is a small cosmopolitan strip which exhibits a veritable gallery of amazing shops with something for everyone – and it's open seven days a week. A mixture of fashion and lounge bars, clubs, lively cafés and restaurants, this is a great place to visit. Be

sure to check out **Aka Tombo Sushi**. A tiny sushi bar with a big reputation, this place turns out some of the best presented sushi and sashimi in town.

Further along Chapel Street from Greville Street is the **Chapel Street Bazaar**, an Aladdin's cave of treasures, with 80 independent dealers selling a range of collectables including clothing, furniture, jewellery and bric a brac.

One, Two, Three

And it's out and about again, this time to a dining treat at **Three One Two** in Carlton. This is fine dining, Melbourne-style, where an unassuming street front leads you into a beautifully understated interior which complements the delicious culinary creations.

Day 3



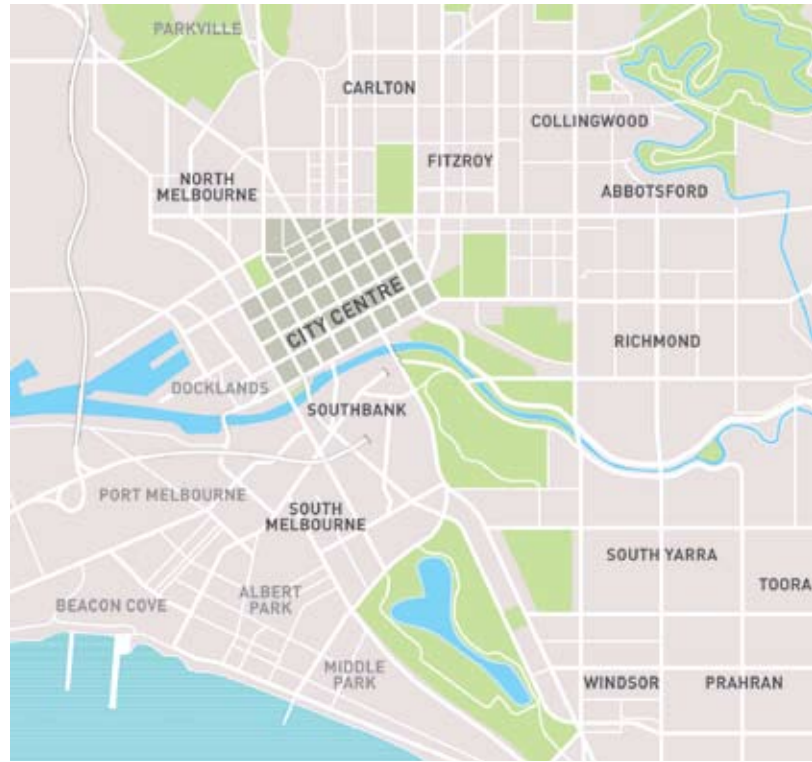
Lounging in Laneways

Start today in some of the city's smaller streets, jam-packed with coffee bars and designer clothes. **Flinders Lane** was once the centre of the city's rag trade, and is now a cutting-edge shopping destination. Melbourne boutiques including **Christine Zambesi**, **Flinders Way** and **Alice Euphemia** line the lane and sell fashion and accessories from the eccentric to the sublime. In tiny **Centre Place**, running off Flinders Lane you'll find fabulous shops like **Fokus** with its cool range of sunglasses and watches, and **Body**, selling beautifully designed women's clothing all located amongst atmospheric cafes and bars.

The Royal and Block Arcades are just another two hidden treasures waiting to be explored. The Block Arcade is a fine example of a 19th century shopping arcade and it has the largest mosaic floor area in Australia. Morning tea at the **Hopetoun Tea Rooms** in 'The Block' is a tradition for many people. **The Royal Arcade** is Australia's oldest retail arcade with fine fashion, giftware and jewellery.

Swanning around St Kilda

A number 112 tram will take you back to the seaside suburb of **St Kilda**. On weekends, Melburnians flock to St Kilda to walk, cycle and skate along the palm-lined foreshore or sit



in an outdoor café to take in the panoramic views of Port Phillip Bay. Away from the foreshore, much of St Kilda's activity is concentrated in **Fitzroy** and **Acland streets**, both renowned for cool cafés, restaurants and bars. Start from Fitzroy Street, visiting the beautiful homewares store **Moss** and Australian designer wear at **Hoss** both providing the opportunity to purchase quirky souvenirs and gifts. Running off Fitzroy Street towards the beach is Acland Street. Here you will find **Linden Centre for Contemporary Arts**, one of Australia's most loved centres for contemporary works. It's housed in a Victorian mansion and has five gallery spaces, artist's studios,

a reading room, access spaces and outdoor public art works. Further along Acland Street, the second-hand stores are favourites for bric-a-brac and retro fashion. Don't miss the selection of independent music and bookstores too.

See You Soon

Before you go there's time for a final farewell. Richmond's **Dizzy's Jazz Club** regularly presents many of the finest names in jazz from the local – and international – jazz music scene. The food complements the music in quality, with a menu incorporating Asian and European flavours as well as modern Australian influences.

Contacts

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106 Bridge Road
Richmond, Victoria 3121
Tel: +61 3 9421 1822
www.meetmeatmikes.com

Pacific Seafood BBQ House
Shop 8, 240 Victoria Street
Richmond, Victoria 3121
Tel: +61 3 9427 8225

The Orient Express
447-457 Victoria Street
Richmond, Victoria 3121
Tel: +61 3 9421 3288
www.theorientexpress.com.au

Café Di Stasio
31 Fitzroy Street
St Kilda, Victoria 3182
Tel: +61 3 9525 3999

Caffe e Cucina
581 Chapel Street
South Yarra, Victoria 3141
Tel: +61 3 9827 4139
www.caffeecucina.com.au

Aka Tombo Sushi
205 Greville Street
Prahran, Victoria 3181
Tel: +61 3 9510 0577

Chapel Street Bazaar
217-223 Chapel Street
Prahran, Victoria 3181
Tel: +61 3 9529 1727

Three One Two
312 Drummond Street
Carlton, Victoria 3053
Tel: +61 3 9347 3312

Christine
181 Flinders Lane
Melbourne, Victoria 3000
Tel: +61 3 9654 2011

Zambesi
Fashion Retail Boutique
167 Flinders Lane
Melbourne, Victoria 3000
Tel: +61 3 9654 4299
www.melbourne@zambesi.co.nz

Flinders Way Clothier
Shop 2, 238 Flinders Lane
Melbourne, Victoria 3000
Tel: +61 3 9654 3331

Alice Euphemia
Shop 6, 37 Swanston Street
Melbourne, Victoria 3000
Tel: +61 3 9650 4300

Fokus
18 Centre Place
Melbourne, Victoria 3000
Tel: +61 3 9650 8454

Body
19 Centre Place
258 Flinders Lane
Melbourne, Victoria 3000
Tel: +61 3 9654 8800
www.body.com.au

Hopetoun Tea Rooms
Block Arcade
282 Collins Street
Melbourne, Victoria 3000
Tel: +61 3 9650 4300

Royal Arcade
335 Bourke Street Mall
308 Little Collins Street
Melbourne, Victoria 3000

Moss Melbourne
149 Fitzroy Street
St Kilda, Victoria 3182
Tel: +61 3 9525 5014
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Hoss
135 Fitzroy Street
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26 Acland Street
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