

Shopping

Department stores and more

Bourke Street Mall is recognised as Melbourne's shopping heartland and is always pulsating with shoppers, buskers and city workers. Here you'll find Melbourne's two big department stores – David Jones and Myer.

Bourke Street is also home to the iconic Kosminsky, Melbourne's most famous jewellery store. Affordable shopping chain store Target is just east of the mall in Bourke Street, while running off the mall are Royal Arcade, The Causeway and The Walk Arcade, revealing more shopping delights.

Melbourne's spine is Swanston Street. It is home to everything from discount souvenir shops and cheerful teenage fashion to high end jewellery stores.

At Southern Cross Station, you will find retail shopping plaza Spencer Street Fashion Station, home to more than 120 brands including Country Road, Veronika Maine, Cue, Oxford and Witchery.

GPO – city luxe

Situated next door to Myer on the corner of Bourke and Elizabeth streets is the sublime GPO. This historic postal building was built in 1864, in the neo-Renaissance style fashionable during the lavish days of Victoria's gold boom. GPO provides a highly sophisticated and contemporary retail experience and showcases the absolute best in fashion, luxury goods and dining. Look out for shops such as Belinda, Lisa Ho, AG, Karen Millen, Camper, Mandarin Duck, Mimco, Metalicus, Ben Sherman, Gorman, Georg Jensen and Akira plus many delicious eateries and bars. Paradise found!

QV – state of the art

On the corner of Swanston and Lonsdale streets is QV, one of Melbourne's most exciting retail developments, which boasts an innovative mix of fashion, dining, homewares and furniture.

For slaves to fashion, Albert Coates Lane at QV is home to a dynamic mix of high-end fashion and lifestyle retailers, many of which call QV their first Melbourne home. Retailers in Albert Coates Lane include Aesop, Cactus Jam, Christensen Copenhagen, Zimmerman, TL Wood and Wayne Cooper.

QV is also now home to some great restaurants and bars including Three Degrees, Jwow Wine Bar and Match Bar & Grill.



Shopping



Melbourne Central – retail heaven

Also on Swanston Street, Melbourne Central is an urban inner-city precinct presenting a style laden destination for shopping, eating and entertainment. There are over 300 stores to explore in a unique and modern architectural space, reflecting the diversity and evolution of the Melbourne CBD shopping centre. Melbourne Central is a multi-storey shopping mecca housing clothing retailers such as Orotan, Country Road, Sportsgirl, Marcs, Witchery, Dom Bagnato, DeCjuba, Oxford and RM Williams.

Markets

Everyone ends up at Melbourne's Queen Victoria Market at some stage. With its huge range of souvenirs and great priced clothing, it's a veritable visitor magnet. While you're there picking up some bargains, don't miss the fabulous produce section with hundreds of stall holders selling everything edible! The market is open daily Tuesday – Sunday (except Wednesdays).

The Sunday Market at the Arts Centre brings together over 150 stalls of the finest arts and crafts from around Victoria. The Sunday Market is the place to find one-of-a-kind gifts ranging from handcrafted Australian timber products and Aboriginal artefacts, to organic teas and homemade preserves. The Sunday Market at the Arts Centre runs every Sunday from 10am to 5pm.

Waterfront – shopping by the river

Along the banks of the Yarra River from Federation Square to Southbank, explore stylish restaurants, cool bars and world-class arts venues. Unique retailers on the promenade include Australian art galleries and high end fashion. Melbourne's newest precincts, South Wharf and Northbank, including Rebecca Walk, are growing by the day. By the calm of the water, experience discount shopping at DFO and dining by the river's edge at WTC Wharf.

Docklands – emerging retail

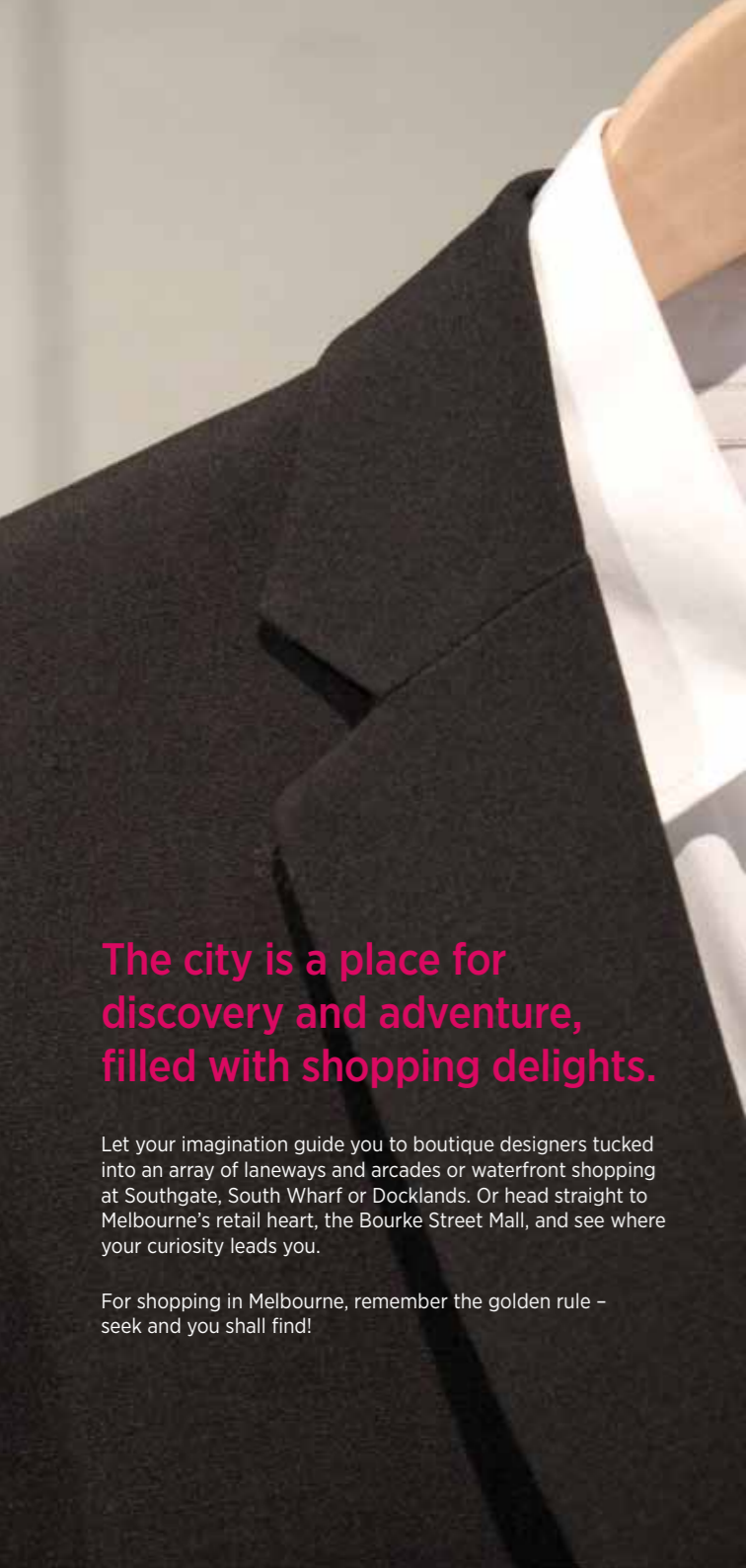
Docklands offers a cosmopolitan experience, just metres away from the water. While you're at Docklands, pamper yourself at Aqua Hair Design or Papillon Day Spa and take time to browse through the quality art galleries including Ngapa Gallery and Goya Galleries. Visit Harbour Town at Waterfront City which features an exciting mix of national and international retail brands with more than 100 specialty stores, and 90 outlets. Here you'll find your favourite high street fashion brands, discount outlets and just down the road you can get your groceries from Costco. On a Sunday, meander through the market where you'll find handmade products, fashion, arts and crafts and take in the spectacular views while you sit and enjoy a meal and the entertainment.



For more information:

- visit www.melbourne.vic.gov.au/whatson
- visit the Melbourne Visitor Centre at Federation Square, located on the corner of Swanston and Flinders Streets
- visit the Melbourne Visitor Booth in the Bourke Street Mall
- call City of Melbourne on (03) 9658 9658
- Purchase the latest Shopping Secrets Melbourne – a guide to 52 of the finest shops in town with something to suit every taste, budget and occasion, presented in a deck of cards. Available for \$9.95 from the Melbourne Visitor Centre, good newsagents, bookstores or online at www.deckofsecrets.com





The city is a place for discovery and adventure, filled with shopping delights.

Let your imagination guide you to boutique designers tucked into an array of laneways and arcades or waterfront shopping at Southgate, South Wharf or Docklands. Or head straight to Melbourne's retail heart, the Bourke Street Mall, and see where your curiosity leads you.

For shopping in Melbourne, remember the golden rule – seek and you shall find!

Collins Street – international and iconic

The city's most famous tree-lined shopping street is Collins Street, home to high end jewellery (including Georg Jensen, Bvlgari, Jan Logan, Rutherford and Tiffany & Co), fashion (look for Cose Ipanema, Husk, Herringbone and Hugo Boss), shoes (the exquisite Miss Louise is a must), luxury goods (think Ralph Lauren, Hermes, Chanel, Gucci, Salvatore Ferragamo and Louis Vuitton) and indulgent chocolate shops too (Lindt and Ganache). You'll also find multi-level shopping centres Collins Place, Collins two3four and Australia on Collins, all packed with fashion, home wares and gift stores. A must see on Collins Street is the exquisite 19th century Block Arcade with its selection of beautiful shops including Melbourne-based Douglas & Hope (fashion and homewares) and the perennially popular Haigh's Chocolates. Georges on Collins, once the site of the famous Melbourne institution, Georges, has re-opened as a boutique retail complex for the style conscious including designs from Leona Edmiston and fashion from Kumquat by Sky and Bossini Menswear.

Little Collins Street – Australian designers

Little Collins Street has a well founded reputation as the place for the discerning to shop. The fabulous Hero Building includes Anna Thomas, a fashion fave of smart Melbourne women, plus Kenzo, Sarti, Mecca (for divine cosmetics) and Chiodo. Keeping company in the street is a diverse range of shops selling highly regarded designer men's and women's fashion. Store names to take note of are Verve (also a café), Assin, Ted Baker and AG. Little Collins Street and neighbouring Howey Place are home to some of Melbourne's most famous designers including Alannah Hill, Bettina Liano, and Scanlan & Theodore. It's also a great spot for shoes with Zomp, Giallo and Dolci Firme. Little Collins Street is also home to Canturi, jeweller to the stars. Make sure you pop into Royal Arcade, one of the oldest arcades in Australia for its interesting and delightful stores. Guarded by giants Gog and Magog since the late 1800s, here you can find everything from high end international and Australian fashion (Marais and Don't Come), confectionery (Suga and Koko Black) to quirky stores featuring tarot card readings and Russian dolls.

Flinders Lane – cutting edge

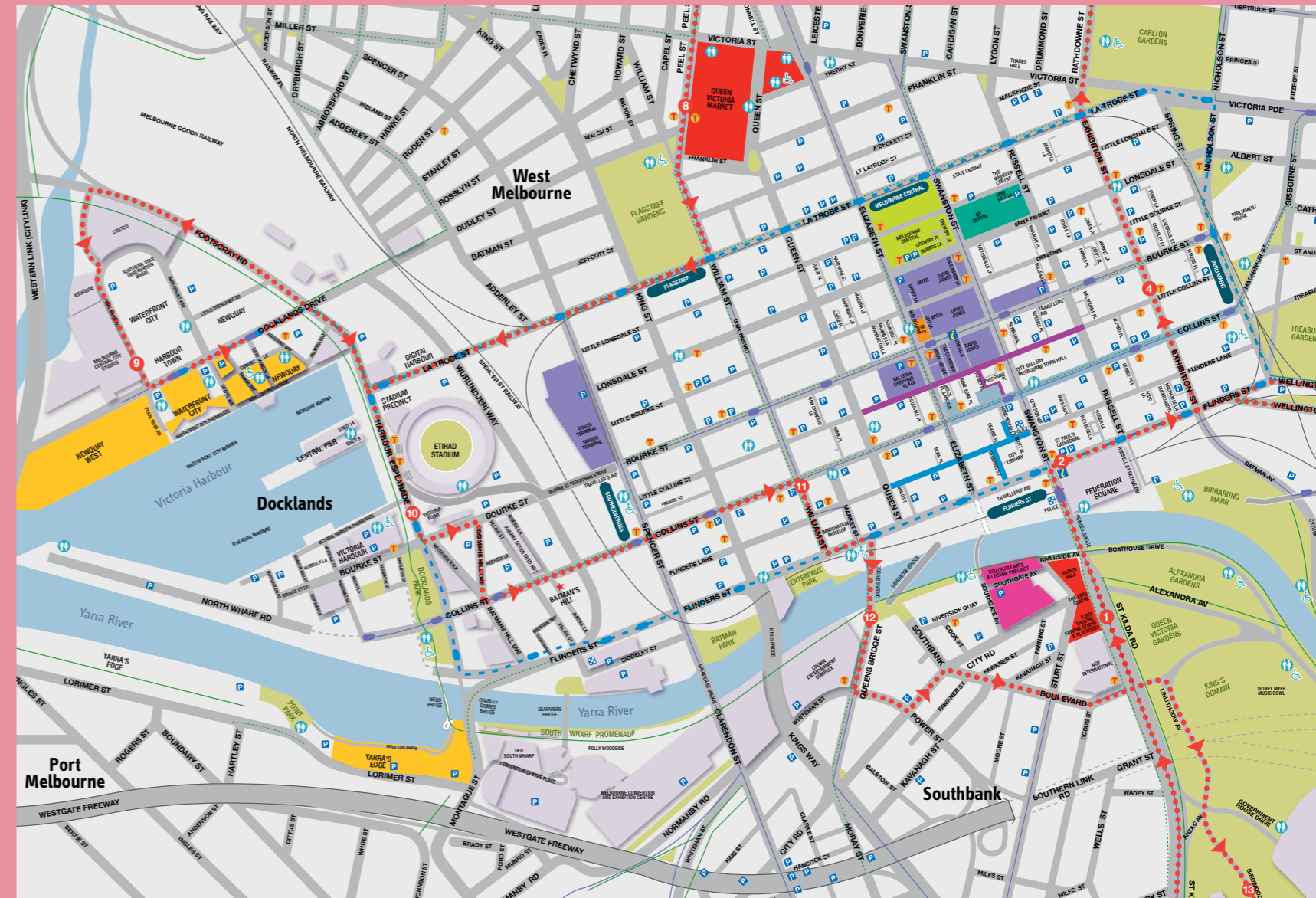
Flinders Lane, once the centre of the city's rag trade, is an unmissable shopping destination for the hip and happening. Melbourne boutiques like Christine, e.g. etal, Green with Envy, Miss Lau, plus Alice Euphemia, Route 66 and Genki in nearby Cathedral Arcade who sell fashion and accessories from the eccentric to the sublime.

Centre Place, running off Flinders Lane, shouldn't be overlooked. In the thick of the atmospheric cafes and bars you'll find fabulous shops like Kinki Gerlinki, with its fun fashion imports, Fokus, with its cool range of sunglasses and watches, and Body, selling fluid and beautifully designed women's clothing. Degraeves Street plays host to the gorgeous Il Papiro (think writing implements and accessories), and Elegantly Scant (for underwear). Campbell Arcade is a treasure trove of independent fashion, art and design tucked away under Flinders Street Station. Find second hand vinyl, possibly the world's only zine shop and a wide range of one-of-a-kind fashion with a vintage flavour.



Map of Melbourne

Details correct at the time of printing May 2011. This map is to be used only as a guide.



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|----------------------------|-----------|--------------------------|---|-----------------------|-------------------|-------------------|-----------|
| Accessible toilet | Taxi rank | Train station | City circle tram route with stops | Collins Street | Department Stores | Melbourne Central | Docklands |
| Parking | Theatre | Train | Melbourne city tourist shuttle bus stop | Little Collins Street | GPO | Markets | |
| Visitor information centre | Toilet | Bike path offroad/onroad | | Flinders Lane | QV | Southbank | |
| Tram Stop | | Tram | | | | | |