



melbourne



fashion capital of australia



Photos courtesy of Tourism Victoria

Capital of the state of Victoria, Melbourne prides itself on being a great city. It's hardly surprising, with its spectacular combination of old and new architecture, elegant streetscapes, ethnic communities and lavish parks and gardens. Add Australia's best eating, an excellent transit system and a packed events calendar and you have all the ingredients for one of the most enlightened and liveable cities in the world. Melbourne has a lively passion for eating and drinking, which is reflected in thousands of restaurants serving up gastronomic experiences from around the world. What's more, everywhere you look you'll find an array of fashionable cafés, where you can enjoy Melbourne's fantastic coffee culture to the full.

Melbourne plays host to many great events, has an on-going passion for food and wine and boasts an art and culture events calendar that you can feast on all year round. Melbourne is known as the style-setter. It's a city where you can venture out in the very latest of high-end fashion without feeling overdressed, or don the grooviest in grunge and you'll fit in too. You are in the fashion capital of Australia!

Melbourne's melting pot of cultures is reflected in its microcosm of restaurants, cafés, bistros and bars. It's a place where you can sample a range of both iconic and ever-evolving nightspots and live music venues, theatres and cinemas. Outside the city centre, you'll find still more on offer in Lygon Street, Carlton (for the educated but edgy); Brunswick Street, Fitzroy (for the emerging artists and the boho fashionistas); Chapel Street, Prahran (for the classic – and brand-conscious); or Acland Street, St Kilda rich with the flavours of all of the above, but with the added sensation of some of the best European cake and coffee in town.

Meander through the streets, laneways and arcades of the city centre to reveal a veritable chocolate box of small, contemporary art spaces, commissioned sculptures, mural art and laneway installations. Marvel at the architecture or lounge in the designer spaces that collectively give Melbourne its oh-so-stylish vibe.

For quick day trips out of the city: drive the Great Ocean Road; visit the penguins at Phillip Island; swim at Sorrento on the Mornington Peninsula; bottle some natural mineral water from the springs at Hepburn; climb Hanging Rock or walk to the memorial cross and summit of Mount Macedon; or lunch in the magnificent Dandenong Ranges.

The St Kilda Esplanade Market

Every Sunday tourists and locals alike flock to the famous St Kilda Esplanade Market – colourful and vibrant, it's an outdoor 'gallery' with 150 of Victoria's unique artists and craftspeople displaying and selling their work direct to the public. Strolling beneath the tall palm trees along the scenic Upper Esplanade with the beautiful Port Phillip Bay as a backdrop, you can soak up the exciting atmosphere and enjoy the extraordinary array of art and craft Melbourne has to offer.

Established in 1970 as an outlet for local artists, St Kilda's Esplanade Market has long been recognised as one of Australia's finest art and craft markets. Its popularity is due in part to the diverse range of quality hand-crafted items available – and as a 'Maker's Market', you have the opportunity to meet and discuss, directly with the maker, the



PLACES TO GO, PEOPLE TO SEE ...

- Melbourne Museum
- National Gallery of Victoria
- St Kilda Craft Markets
- Melbourne South Bank
- Heide Gallery
- Chapel Street Shopping
- Royal Botanic Gardens
- Cycle along the Yarra River

work you might like to buy. It's an enjoyable shopping experience you won't forget, and in this era of chain stores and underground centres, is becoming quite a rarity!

The Esplanade Market runs the full length of the Upper Esplanade with the luscious European cake shops of Acland Street at one end, and the restaurants and nightlife of Fitzroy Street at the other. And "just for fun", Melbourne's heritage-listed Luna Park is right on the doorstep.

International and interstate tourists who are looking for something different, and genuinely Australian-made, will find it here. Open 10am – 5pm every Sunday of the year! Easily accessible by road or public transport – tram 16 from Swanston Street or tram 96 from Bourke Street in the heart of the city will take you straight to the Esplanade – there's something for every taste at St Kilda's Esplanade Market, and a full day's activity to be had in the area. Visit www.esplanademarket.com.



Photo courtesy of Rita Juliana

the esplanademarket st kilda

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1. Brighton Beach Bathing Boxes, Melbourne
2. The Melbourne Cup

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