



fashion
with Melinda Oliver

Tour till you drop

A new escorted shopping experience aims for the high-end

Two friends with a love for fashion and a desire to re-enter the workforce after raising children have created a business that is set to be envied by shopping fans. April Duck and Deborah Borecky have recently launched Melbourne Fashion Experience, a unique shopping experience which they take international tourists and local ladies seeking inspiration on a tour of Melbourne's top fashion stores.

"Debbie has been shopping a lot overseas when her husband goes to conferences, and she always said there is nothing more annoying than having a limited time to shop, and not knowing the best places to visit," Duck says.

"We have worked hard to establish relationships with fashion designers and

with the stores, and this is what enabled us to come up with tours that are tailored to the individual."

Unlike shopping tours which take people in big buses to the factory outlets, Melbourne Fashion Experience takes no more than five clients at a time and seeks out only high-end style destinations.

The pair pick up their clients, who are generally aged from 30 to 60, and drive them to each store. They stop to enjoy either morning tea or a beautiful lunch, and return them to their hotel or home at the end of the day, armed with fresh knowledge, new clothes and a gift of home made chocolates.

"It's like having a luxurious girl's day out," Borecky says.

"The concept really provides the



Let's go shopping: Debbie Borecky, Suzanne Hunt and April Duck (LR)



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ultimate shopping experience for a high-end market.”

Clients are asked to fill in a brief questionnaire about their fashion style and they are then taken to stores that will best suit. Designers frequently visited include Lisa Barron, Gwendolynne, NomD and Cheryl Weir.

“They like finding the secret designers that no one else (from their home) knows about,” Boreckyi says.

The concept has so far proved successful and is particularly popular with men who are seeking a gift for their partners.

If all goes to plan, the pair intend to expand their business to Sydney.

For more information on tours, visit

www.melbournefe.com.au **mwm**