



home grown

This Melbourne mecca is banishing the cultural cringe with beautiful and unique interpretations of Australian iconography

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Melbournestyle is not your typical souvenir store. Free from koala bear key rings and wall-mounted boomerangs, it is an emporium of sophisticated and uniquely Australian style, and proudly Melbournian to boot. Its curator Maree Cooze has applied a little creativity to harness Melbourne's reputation for trendsetting into chic and practical gifts, homewares, souvenirs and artworks. "Our products are more than just coasters or lighting installations; they have a sense of humour and a sense of place," she says.

Inside the South Melbourne store, you'll find contemporary dinnerware featuring iconic Melbourne motifs, such as the classic tram or a Melbourne Cup horse, as well as cute soaps wrapped in recycled Melway's maps and artworks featuring bold abstract silhouettes of iconic Australian animals.

Once a popular children's and non-fiction author and illustrator, Maree's creative talents now inform the unique range of modern Australian gifts. "My book research motivated me to celebrate what is gorgeous and unique about Melbourne, so it doesn't get lost in the global montage," Maree explains.

There's no denying Melbournestyle has distinct tourist appeal for those wishing to buy something out of the ordinary, but with such to-die-for designs, it's a must-visit for locals, too. Maree's imagination and homegrown inspiration proves that, where inspired homewares and gifts are concerned, Melbourne has the goods to compete on a world stage. ■



Artist and curator Maree Cooze (top left) is pictured in front of her artwork, *Ambush at Stringybark Creek*, \$2500. Melbournestyle (left) takes the kitsch out of souvenir collecting with acrylic *twizzle sticks* (top right), \$35/set of 6, *Twig coasters*, \$45/set of 6, a limited edition *Twig pendant light* (above), \$680, *Melbourne Cup cup and saucer sets* (bottom left), \$40, and *Tram coasters*, \$45/set of 6.



Melbournestyle

Discover Books, clothing, greeting cards, homewares, luscious soaps, and contemporary Aussie souvenirs with cutting-edge design.

Must-haves Graphic but beautiful, we love the vinyl, felt-backed Botanica placemats and matching coasters (top right).

Find it 155 Clarendon Street, South Melbourne. Open Tuesday-Friday, 10am-5pm; Saturday 11am-4pm (and Sunday in summer). Call (03) 9696 8445 or visit www.melbournestyle.com.au.

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