

# red shop

Melbournestyle



## Melbournestyle

### ADDRESS:

155 Clarendon Street  
South Melbourne VIC 3205

### PHONE:

03 9696 8445

### WEB:

[www.melbournestyle.com.au](http://www.melbournestyle.com.au)

### TEXT BY:

Anna Bowen

### PHOTOGRAPHY BY:

Alex Gott-Cumbers

You don't have to own a racehorse to get your hands on the Melbourne Cup. But it helps to have a fondness for tea. The Melbourne Cup we're talking about is exactly that: a Melbourne-branded cup and saucer created by local designer, writer, photographer and illustrator Maree Coote. Her South Melbourne boutique teems with city-centric pieces, from Tram Stack coasters and Banksia Trivet table centerpieces to the recently released series of Melbourne Scarves.

As the name suggests, Melbournestyle is Melbourne motivated. The gallery, shop and design studio is committed to celebrating the city, which it does with a range of products designed for, inspired by and made in Melbourne. Among the artists jostling for shelf-space alongside Coote's are Ben Emmerichs (ceramic arts), Peter McLisky (sculpture), Matt Irwin (photography) and Illustrata (graphics). Additional products include homewares, jewellery, clothing and books; the latter including Coote's own, regularly updated 'The Melbourne Book – A History of Now'.

It is the ongoing compilation of her book that inspires Coote's Melbourne-themed endeavors. Collecting the stories of the city has been a personal passion ever since she established Melbournestyle with business partner Lex Ridgeway in 1994. They started with the Melbourne Cup (a pun Coote couldn't ignore), before moving into book publishing and then retail, culminating in the opening of the store in mid-2006.

The former Cross Keys Hotel (1872-1913) boasts historic charm of its own, while providing space for an art gallery (upstairs), and salon and shop at ground level. Fashioned with fluidity, the premises can be easily reconfigured to accommodate Melbournestyle's rotation of art shows and product displays. It's an original composition with a strong sense of place and, above all else, a stylish mouthpiece for Melbourne.