

SHOP **Style Scoop SHOP with the Experts**

SHOP Sydney talks to some of the best fashion stylists, bloggers and designers about local brands, bargain hunting and must-have buys for Autumn/Winter 2013.



Ven Gialouris

Owner
SHE'S ELECTRIC
(SHESELECTRIC.COM)

"I think Sydney, as a city, has really matured in terms of the offerings we have for fashion-conscious consumers and Pitt Street Mall is a testament to that.

"Never before has it been so easy to shop amazing Australian designers like sass & bide and Zimmermann, alongside big international names like Christian Louboutin, Chanel and Bottega Veneta. For men, there's also the hands down best menswear store in Australia - Harrolds. Here you'll find some of the world's best insider menswear brands (think Thom Browne, Julius and Rick Owens) alongside big-name designers like Tom Ford, Saint Laurent Paris and Givenchy, and Italian tailoring from Caruso and Pal Zileri.

"As someone who has shopped all over the world, I know Pitt Street easily competes as a retail destination on the international



Saba

Kerry Athanassiou

Stylist
BIRKENHEAD POINT
OUTLET CENTRE

Kerry Athanassiou knows all about 'smart shopping' - mixing and matching designer pieces with high street items that won't break the bank.

"Invest in key pieces that will transition from season to season, like a black blazer from Cue, Alannah Hill or Review," she says. "Dressing on a budget doesn't have to be complicated or cost more than your mortgage."

And her favourite stores for seasonal style? "I love that SABA and Marcs have taken on this winter's trends, offering great choice in colour with printed tops, dresses and leather jackets while remaining true to the classic work suit for men and women. Keeping in mind that accessories will make or break any outfit, another winter favourite is the PeepToe store; they have an incredible range of accessories, handbags and shoes to choose from. Finally, if I could receive frequent flyers at Nine West I would be the happiest female alive - it's my 'go to' store for all things



She's Electric
jacket, \$89.95,
and pants,
\$79.95



Tash Williams

Blogger
BREAKFASTWITHAUDREY.
COM.AU

How do you define style in Sydney?

I think Sydney has a unique sensibility when it comes to style. We can count some of the world's most accomplished designers as part of our tribe - think Dion Lee, Josh Goot, sass & bide and Collette Dinnigan, alongside a fantastic mix of vintage stores and a strong undercurrent of emerging designers who push the boundaries of design.

What's your favourite local shopping strip?

There are so many but The Intersection in Paddington is the epitome of why I love Australian designers. Camilla and Marc, Ksubi, Ginger & Smart and Zimmermann are just some of the amazing Aussie labels on offer.

Which Australian designers are on your hit list right now?

Haryono Setiadi for his beautiful prints, Dion Lee for his unmatched vision, Shona Joy, who has taken an incredible new direction, and by johmmy, who makes style accessible to everyone.

What are the stand-out Autumn/Winter trends?

An Oriental influence, metallics in knits and interesting embellishments, classic neotwit combinations



LIFEwithBIRD
dress, \$480



Bridget McCall

Owner and designer
LIFEWITHBIRD

What's your favourite place to shop in Sydney?

We love the Glenmore Road strip (in Paddington), which has so many galleries and fashion boutiques in one great location.

How is the Sydney shopping scene unique?

Sydney's colonial heritage gives way to lots of tucked-away hidden streets and shopping destinations. This helps form such diversity and character in each location. It's a great unique shopping experience.

What are your must-haves for Autumn/Winter 2013?

Leather everything, particularly leggings and jackets which can be layered with a wardrobe full of staple items! I'm also loving soft tailoring, so shirts in all colours, prints and styles are a must.



Dion Lee
dress,
\$3490