



never say never

In recent times, the U.S market's fascination with Australian fashion has been no small secret. Instead of peering onto international catwalks, local designers are claiming their stakes, finding inspiration in their own original and innovative designs.

To further propel the world's love for Australian fashion, four local entrepreneurs have launched a boutique – situated on Melrose Avenue, one of LA's hottest locations - which stocks only Australian labels. The boutique curiously called 'We of the Never Never' is named after the award winning Australian film by Igor Auzins based on the memoir of Aeneas Gunn, the first woman to ever journey into the Australian outback.

Keeping constant with Australasian themes the boutique lavishly includes Tasmanian oak tables by Australian designer Jonathan Ingram and one of a kind wallpaper by Florence Broadhurst. The store will also only select the best pieces from each featured designer's range. The concept has already been warmly welcomed by the U.S media and buyers alike and will hopefully prompt the opening of a menswear boutique in the near future.

The labels stocked will include Alpha 60, Andysoma, Brent Wilson, Ed and Bek, Florence Broadhurst, Kissing Cousins, Mad Cortes, Nicola Finetti, Paablo Nevada, Sarina Suriano and Zambesi. And as of December labels such as Bettina Liano, Camilla & Marc, Karen Walker, Zimmermann and Azzollini will also become available from 'We of the Never Never'.

www.weofthenevernever.com