

los angeles

shopping

We of the Never-Never

8268 Melrose Avenue
323 655 6550

Samantha Mayfair along with her husband Michael of the boutique named after the 1982 award winning Australian film by Igor Auzins carries the prime in designer talent from Australia and the Asia Pacific region. Based on the memoirs of Mrs. Aeneas Gunn, the first woman ever to journey into the Never-Never aka the Australian Outback in 1901, one could say the shop parallels the plight of Australian designers in America. Struggling to be seen as an equal in harsh terrain – then ultimately succeeding, beating down all in her path. With one of those lounge rooms one drools over in home mags, outfitted with Tasmanian Oak tables by Jonathan Ingram (who's redoing the Sydney Kirketon), this shop has some of the known names such as Nicola Finetti, Kirrily Johnston and Wayne Cooper but is also carrying labels pretty new to the States, such as Valerija, Zambesi, Aurelio Costarella, Alpha 60, Andysoma, Camilla, Gail Sorronda, and Mad Cortes. The store is also the first US location to stock the new Florence Broadhurst prints homewares and fashion line.



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