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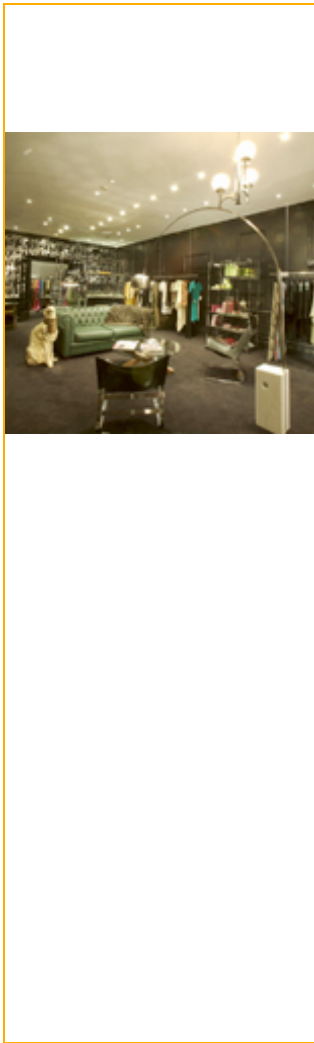
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april 2006

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## never landing.

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they say you're never supposed to pick your nose in public, wear white pre-memorial day, or mix wine with vodka. who are "they" anyway? could it be the peeps from off-the-wall melrose store [we of the never - never?](#)

sydney native samantha mayfair was the kinda gal everyone and anyone asked where to shop anyhow. so she up and opened her own store and stocked it with must-have aussie and kiwi runway designers. there's nicola finetti (a kate blanchett fave) and graphic print dresses from alexander mcqueen alum, tina kalivas. even your little lost boy might take interest in an andy soma blazer. the rest of their goods range from cult beauty prod mor, to jewelry by sarina suriano.

the name's got a host of meanings. peter pan's never-never land. the term australians use for the outback. or the 1982 flick by igor auzins. and our personal fave - a utopian land where dreams come true.

and you can pick your nose wherever you want.

### **we of the never-never**

8268 melrose  
between sweetzer  
and harper  
323.655.6550

[www.weofthenevernever.com](http://www.weofthenevernever.com)

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