

Press Release for immediate release – October 2008



Hidden Secrets Tours presents "A Vintage Outing"

a Vintage
Outing

Beep! Beep! Are you ready yet? Betty and Miss Shirley (aka Lyn Gardener and Danielle Pumo) can't wait to take you on their wonderful days outing to show you some of Melbourne's best kept vintage secrets.

Hidden Secrets Tours is the driving force behind indulgent niche touring products in Melbourne, and they are certainly driving streets ahead with their newest addition in their collection of city experiences. By no means pedestrian, Hidden Secrets Tours have specialised in walking tours of Melbourne city, and when the opportunity to add a unique focus to chauffeured options, director Fiona Sweetman jumped at it.

This is no average tour though; in fact it's not a tour at all, but an Outing! A Vintage Outing... where delightful Betty and Miss Shirley will guide you through the city's inner suburbs cruising in luxury with chauffer Harold Hoover in the lovingly restored 1960's Fiat 1500s... on a nostalgic journey of some of Melbourne's best vintage finds and with a city so rich in history and cultural diversity, there is many a treasure to be found...

Lyn Gardener and Danielle Pumo – aka Betty and Miss Shirley – are the visions straight out of the Vogue vintage pattern collections.. Big hair, bright lips, house coat dresses, and shoes to match, these women can only inspire.. as they well should!

Lyn is excited to be adding these shopping experiences to her already intoxicating vintage inspired career choices! As founder of Empire Vintage in Albert Park Village, Lyn has been the face of immaculate vintage retailing in Melbourne.. not shabby, or retro, but truly inspired vintage! And when the Albert Park store was too small for her ambitions, a North Fitzroy warehouse enhanced her styling and interior decorating services... so a hands on shopping experience could only be next!

Danielle, with her background in design and fashion, is a pedigree in the fashion corners of Melbourne and buying circles overseas. She has satisfied her own indulgent passions for beehive hairdos, frocks, and long boots. Danielle knows that finding vintage, and even vintage inspired pieces takes time, dedication and a great eye for detail!

Danielle and Lyn have been friends for some time, which is evident in their delightfully hospitable chatter, as they direct their suave drivers – aka Harold Hoover – to the retailers they know personally, and generously want their guests to know too.

This delightful little days outing, really is like stepping back in time, the cars, the outfits, and even the personalised service, make this a scene straight out of Bewitched or Breakfast at Tiffany's.. Visiting the most wonderfully eclectic boutiques, from a vintage toy store through to a sewing den, this outing will be a collectors delight! Betty will take you to discover some design classics to furnish your home, while Miss Shirley is always keen to show you where she finds her favourite vintage frocks. Handmade shopping bags are supplied at pick up point, which will be filled with goodies in no time, along with Betty and Miss Shirley's own journal – a keepsake of the places visited, cupcakes to make, handy beauty tips and inspirations of a time now past! Oh and of course there must be sustenance for such an outing and an indulgent experience at Madame Brussels is the perfect setting...surrounded by pink walls and white 1950's outdoor furniture while being served Pimms and delicious gourmet treats, by the divine young lads in their white sportswear....it will be a garden party you won't forget!

If you have a passion for shopping, dressing up or collecting and a love for an era gone by then A Vintage Outing is definitely a journey you simply must experience!

Join us: Thursdays and Sundays 10.30am and Saturdays 9.30am or 2.00pm It will take us about four and half hours, and we will arrange where to meet you in the city centre. Harold has two cars, so we take between 4 and 6 guests.

The cost is \$245.00 per person, and you will be showered with gifts along the way, including a Vintage inspired shopping bag, delightful tea, homemade treats for brunch, and Betty and Miss Shirley's personal reference journal.

A Vintage Outing departs every week, on Thursday, Saturday and Sundays, other days by appointment. Book directly online at www.hiddensecretstours.com

Bookings and other requests can be made to tours@hiddensecretstours.com or by calling 039329 9665.

To keep up to date with the adventures of Betty and Miss Shirley visit: www.avintageouting.com.au

For all media enquiries, please contact Lyn or Danielle on vintage@hiddensecretstours.com or call 03 9329 9665.

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