JUNE 2004 – FOR IMMEDIATE RELEASE
HIDDEN SECRETS TOURS – UNCOVER MELBOURNE'S BOUTIQUE TREASURES

No Bingo. No giant buses. No stuffed koalas.

Just Melbourne's best salons, studios and stores on this half-day foray into hidden retail hotspots. Michelle Matthews, the hip publisher behind Shopping Secrets and Bar Secrets, is pleased to introduce the dynamic **Hidden Secrets Tours.**

Led by fashion aficionado Fiona Sweetman, the walking tours take in the city's celebrated lanes and arcades and will make you a local before lunchtime! Fiona provides historical, architectural and cultural insights while groups explore more than 50 exquisite and exciting boutiques.

From Renaissance-style stationery at Il Papiro to Retrostar's vintage clothing emporium, the journey uncovers well concealed lofts and basements brimming with 'trade secrets'. But it's not all pavement pounding – morning tea at Belgian chocolatier **Koko Black** is the perfect rest-stop. And each tour winds down with a glass of wine close to **Federation Square.**

Small group sizes (8 people max) foster a sense of intimacy and congeniality. It also allows people to meet some of the dynamic and colourful retailers who've made Melbourne a must-do destination. However, larger parties can be accommodated on request and **tailor-made tours** can be designed around specific themes such as men's fashion, architecture and design or girly indulgence!

TOUR INFO
DAYS: Wednesdays and Saturdays from 10am to 1pm (or by appointment)
COST: $70 per person, which includes:

› Stylish black carry bag for any impulse purchases
› Melbourne City Shopping Secrets card deck – the hip pocket guide that can fit in one!
› Exclusive offers at participating stores
› Bottle of water, and City map
› Special morning tea offer for **Koko Black**
› Glass of wine to finish

› Post-tour lunch specials can be arranged on request.
› Tour itineraries change regularly, as new venues open.

General inquiries and bookings: 03 9329 9665, or directly to Fiona: 0418 332 027
email: tours@hiddensecretstours.com or visit www.hiddensecretstours.com

PH .03 9329 9665. FAX .03 9329 9664. tours@hiddensecretstours.com PO Box 12830 Melbourne 8006 Victoria, Australia
DISCOVER MELBOURNE'S CREATIVE RETAIL COMMUNITY
www.hiddensecretstours.com

SHOPPING secrets
Small Business Development Program