

**BRIEFS**

**RAIL GROWTH**  
 orian womenswear  
 a Ramsay has  
 boutique in four  
 ner's eponymous  
 represented  
 linders Lane in  
 ay's two other  
 reet, Armadale,  
 GPO. It is reported  
 three-year lease  
 linders Lane site.  
 ents the latest  
 say, who has also  
 own 'Homegrown'  
 and vintage clothing  
 ears.

**FIRST**  
 ar-old womenswear  
 ni has opened its  
 . The flagship site  
 dington joins the  
 boutique (www.  
 au) and its 150-plus  
 ing Green With Envy  
 (QLD) and Subway  
 l as department  
 es. Carrying the full  
 menswear range,  
 , the flagship store  
 en days a week.

**IL RISE**  
 ing, footwear and  
 ories recorded  
 in retail trade in  
 ording to figures  
 Australian Bureau  
 ade for the sector  
 er cent for the  
 epartment store  
 ped 0.2 per cent.  
 ern Australia, the  
 ory and South  
 erenced a rise in  
 figures were flat  
 New South Wales  
 in retail trade of  
 hile the Australian  
 y and Tasmania went  
 0.2 per cent and 0.4  
 ctively.

**ELBOURNE**  
 he Mexican  
 Australia, Beatriz  
 o, was on hand to  
 elbourne boutique  
 ican design. The  
 e Gallery Boutique,  
 uth Yarra, carries a  
 on labels including  
 Hermes", Pineda  
 wned for its bags,  
 es, ties, jewellery  
 Ricardo Amare Gallery  
 hion offering will

# Lovisa set to expand to 150 stores



LOVISA:  
S/S 2010/11.

**NATIONAL:** Lovisa will unleash up to 100 stores throughout 2011 after a year which saw the brand implement what it calls one of the fastest retail rollouts in history.

The Melbourne-headquartered accessories label, which catapulted into the market in April 2010, has already established 41 stores across Australia and New Zealand. Lovisa general manager Tim Luce said there was no intention of slowing down the brand's rate of expansion.

"We will have close to 50 stores by the end of this year, and hope to grow this number to somewhere between 100 and 150 stores over the next 12 months," Luce said. "It is our objective to be number one in market share in any location we operate in."

Also earmarked though not confirmed for next year is the launch of the brand's online store.

"We are most certainly observing this space closely and will review it as a priority in early 2011."

Lovisa is owned and operated by investment group BB Retail Capital, which also operates fast fashion accessories chain Diva. Global brand and marketing manager for Diva, Melanie Wilson, said Lovisa was created to cater to women who were still seeking on-trend, affordable accessories but that had outgrown Diva.

"Lovisa stores are located in the fashion precincts alongside Country Road, Witchery and Cue, whereas Diva is more likely to be found in the urban/young/fast fashion precincts," Wilson said.

"While there may be some cannibalism, we believe that Lovisa is catering to a gap in the market and is catering to a market that is currently under-served. Further, Lovisa now offers Diva customers a place to shop once they feel they have moved on from Diva so as a [retail] group, we can retain these customers for many more years to come."

Lovisa product retails from \$5 to \$50 and includes earrings, bangles, necklaces, rings and hair pieces, including racewear. The brand's design team is headed by Andrea Haynes, formerly of Prada, Mui Mui and Marc Jacobs, and Lovisa stores receive new stock drops daily.

BB Retail Capital was established in 1980 and is the parent company of multiple retail chains including Lovisa, Diva and Bras N Things.

Erin O'Loughlin

## Seafolly splashes into retail

**SWIMWEAR WHOLESALE GIANT** Seafolly is pushing forward with its own retail network, extending its Sunburn-branded stores beyond the Queensland market.

Seafolly acquired the Gold Coast-based retailer in late 2008, taking over all 12 of its existing multi-brand stores in Queensland. The move coincided with the brand's first foray into stand-alone retailing with the opening of two flagship stores - one 120-sqm ladies'

Sunburn-branded store at Bondi Beach next month. The prime position site will stock labels such as Seafolly, Sunseeker, 2Chillies, Jets, Baku and Miraclesuit, as well as the addition of new high-end swimwear labels Camilla and Marc and Anna & Boy.

The high-profile launch follows a quiet move into the New South Wales market over the last quarter, with a site at Top Ryde City (Ryde), Kingscliff

tique, www.sunburn.com.au, where it stocks the collaborative line between Seafolly and Megan Gale called 'Isola by Megan Gale'.

Seafolly declined to comment on whether it plans to expand its retail network into other states, or if its latest rollout had affected existing wholesale accounts. The brand is distributed through independent boutiques, department stores Myer and David