

## New Owners for Sportiva

Sportiva in Blake Street, our favourite place to buy lovely fresh and funky sportswear, has a new owner. Libby is now the proud owner of our favourite boutiques. Sportiva will remain the same as the previous owner; stocking the same labels as well as the friendly service and knowledgeable service we are used to. Libby, a local mother of

three is looking forward to meeting new friends through her new venture. Sportiva is a great store stocking labels from all over the world, with a range of styles, sizes and colours you can find outfits that are very versatile, not only suitable for golf or the gym, also nice casual clothing which you could wear to lunch.

## New Look for an Old Favourite

Ab Fab of Flinders is offering a great range of men's wear, jewellery, furniture and homewares. A new new range of designer beanbags has just arrived. This very old favourite, has had a re vamp and now comes in a range of different colours in both indoor and outdoor material. They also come in different shapes such as the Zen square shape (pictured) to a lounge shape with a foot rest. The new styles create a more comfy and relaxing place to sit.

Completely child safe, beanbags will create that perfect indoor or outdoor setting. With new season stock coming through on a daily basis there is no reason not to take a trip to Flinders and enjoy Ab Fab of Flinders, if time is not on your side your, check out Ab Fab on line.



## Style by Design

Walking into the chic interior of House of Bird, you get an immediate sense of the creative design principles which drive and shape this business. From the colour scheme to the antique frames and furnishings there is an effortless blend of modern with classic, which aptly describes the clothing and accessories on offer as well.

House of Bird is a business which believes in keeping it in the family. Owned by interior designer Paulina Bird, her daughter Emily also works in the store and features in many of the advertising photographs which are shot by Paulina's other daughter, Cara. The store, which opened in April 2008, offers a stylish mix of clothing and accessories by labels such as Peep Toe shoes, Tallulah and Australian designer Shona Joy, all embodying the company's style philosophy of selling items that are unique, well made and well priced. The look is edgy and fashionable, yet the stock is chosen to suit a wide range of age groups and the staff members are all experts when it comes to putting together the perfect outfit.

Providing honest and informed customer service is part of the key to the success of House of Bird. Says Paulina: 'We really value our customers and we've had a terrific response [to the store] – people have been wonderful'. When asked about working with her daughter, Emily, her response is enthusiastic. "As far as the fashion goes, we choose everything together. Emily has been a great inspiration and I listen to her – she has a great gut instinct."

With a new website up and running and an increasing base of loyal customers, House of Bird are on track to continued success as they bring their unique and wearable brand of style to Mornington. Check out their latest looks next time you're in the area and enjoy the shopping experience at House of Bird.

- Helen Jones

**House of Bird are located at 15/90 Main St, Mornington Ph: 5975 9235**



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