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KATE HUDSON, P16
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The luxe fit out complements the stylish offerings in the Little Joe by Gail Elliott store.

Little Joe by Gail Elliott

Elliott's third store boasts her own Little Joe line of divine silk and cotton camis and slips (to sleep in, lounge in or wear out) as well as US denim brands Rich & Skinny, True Religion, J Brand and Freedom of Choice. While in keeping with the classic and feminine feel of her other stores (the beautiful scent you smell as you enter is one of the label's candles), Elliott's Strand Arcade store has a more modern feel with an open-plan design, white walls and elegant teardrop-shaped lights.

Little Joe by Gail Elliott, Shop 71-72, Level 1, (02) 9232 1997.



Fleur Wood spring/summer 2007/2008



Fleur Wood

Homewares brands Magenta, Modern Surrealist, David Met Nicole, Escapulario and Venucci sit alongside Fleur Wood's feminine clothing in this whimsical treasure trove. Inspired by Swan Lake oil paintings from the '60s, the mood of the store is reminiscent of English curiosity cabinets. With obscurely collaged walls and change rooms that each have their own 'personality', the store is worth a visit, even if it's just to browse.

Fleur Wood, Shop 53-57, Level 1, (02) 9232 2231.

VISIT THESE STORES AT THE STRAND ARCADE, 412-414 GEORGE STREET, SYDNEY, NSW.

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