



Shop girl

This catwalker opens the doors to a new store filled with favourite finds

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and floor-to-ceiling pink curtains. Elliott says, "It's a sweet place to escape. I wanted it to be quite girly but modern – the kind of store you could visit for a little shopping therapy and be able to find a fabulous dress or just a little trinket."

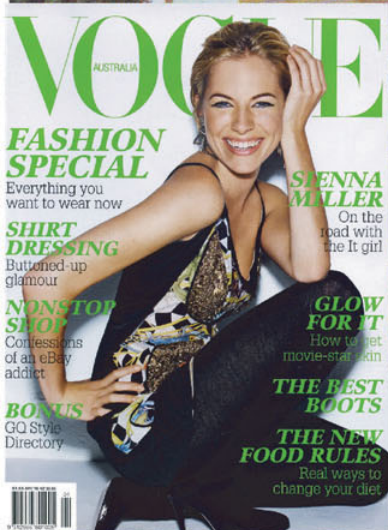
Here, her own Little Joe label, which now includes pretty day dresses in addition to the lacy camisoles and slips, hangs alongside a wide assortment of jeans from the likes of True Religion, Hudson and Sevens. There's also Elliott's handpicked beauty items, fashion books, jewellery by Carolina Barbieri, the model's own collection of lotus-scented candles, bath oils and body salt scrubs, with Eva Herzigova's swimwear line on its way.

Elliott, who is planning to open more stores down the track, says, "I have had so much fun travelling and meeting people throughout my career. This is just a great way to bring all that together."

Little Joe By Gail Elliott boutique is located at 181c Edgecliff Road, Woollahra, NSW.

Given that models are privy to so many insider secrets, make-up tips and designer finds, it only seems fair that Gail Elliott, the British-born beauty who catwalked with Linda Evangelista, Cindy Crawford and Co., should open a store filled with all her favourite things.

Located in Woollahra, Sydney, the boutique is more like a salon with its elegant chandeliers by Danish designer Verner Pantou



From above: Little Joe by Gail Elliott lingerie; the designer with Elizabeth Hurley during her launch party at the Ritz, London.

Elliott's top picks



Terax hair treatment, \$25.



Mella thongs, \$120.



Manon von Gerkan necklace and pendant, P.O.A.



Little Joe by Gail Elliott slip, P.O.A.



Carolina Barbieri garnet-and-gold earrings, \$1,995.