

Cashing in on glamour



Cindy Crawford



The Veronicas



Nicole Richey



Natalie Portman

Tours visit favourite shops of the stars

By JEN MELOCCO
Fashion Editor

SYDNEY has stepped up in the style stakes with its own celebrity shopping tour now on the road.

Chic in the City is run by Sydney-based Siobhan Young, who takes walking and limousine tours to the top designer names and fashion celebrity hotspots in the city.

"In recent years, celebrities have really been hitting the shops in this city and people love to know where they go," Ms Young said.

Top shops on the tour include Scallan & Theodore in Paddington where Nicole Richey indulged in some retail therapy when she visited last month.

"She also checked out Kirby Johnston's store in Paddington and people love to know this," she said.

Other celebrity shopping haunts included on the tour include Marnie Skillings at Bondi Junction, a favourite of The Veronicas, and Theodore and Martin in Double Bay, where Natalie Portman visited on her stay here.

There is also the chance to check out Little Joe, where supermodel Cindy Crawford

has picked up some favourites from Sydney-based former supermodel Gail Elbot.

Tour hostesses give plenty of gossip about celebs and their favourite designers, including how Delta Goodrem loves the look of another music industry type, former DJ turned designer Brooks Benson, who has just opened a boutique in Paddington.

After living in fashion capitals around the world including London, Paris and Milan, Ms Young is well versed in designer haunts.

And she said Australian designers are now seen internationally as some of the cream of the crop. "When I go back to Europe, Australian designers are pitched as very exclusive and celebrities also know this and track them down here," she said.

Running Chic in the City Tour is a far cry from her previous job.

"I was marketing commercial explosives and travelling around mining towns around Australia," she said.

"I was in Katoomba but my mind was on shopping in Sydney." Prices range from walking tours at \$95 through to limousine service at \$300.



Style . . . Siobhan Young with shoppers Auke Sparidaens and Annabel Pegub. Photo: KRISTH MULLER