

> SHOPS FOR YOUR BOD

104A Lygon St, East Brunswick
(03) 9077 7124

www.gyegi.com

Open Mon & Wed–Sat 11am–6pm,
Sun 11am–4pm



See also
map 2 B3

'ENCYCLO' TRIVIA

* Schmatta is Yiddish for 'rags', used to refer to the fabric business.

* Gyegi means 'momentum' or 'opportunity' in Korean. It was also one of the 30 names of Korea's 26th emperor.

A LITTLE SHOP WITH BIG DREAMS

Venturing up to the East Brunswick end of Lygon Street can make you feel a bit like a pioneer. Several tram stops from Lygon's Little Italy district, the factories of the old schmatta* district have become chic warehouse apartments, and the chartered accountants are slowly giving way to cafes, hole-in-the-wall bars and eateries. Believe the hype: the face of East Brunswick is morphing into a veritable mecca for grass roots designer boutiques.

Case in point: the new flagship store from Honie Haig's label, Gyegi*. Those looking for something a little different will appreciate Gyegi's arty interior design, quirky taste and hand-picked feel. Sourcing all of her items from her native – and decidedly fashion-obsessed – Korea, Haig works closely with her suppliers to find clothes, accessories and jewellery to bring that off-beat Korean style to Melbourne. While a lot of sizes tend towards the petite, free-size clothing abounds along with belts and jewellery, always with a mix-and-match feel, and always with an unusual twist. The result is a playful and fun approach to dressing, where cute, sexy and elegant are all adjectives that could be applied to your individual style.

Perhaps most impressive of all is Haig's own personal goal: to change the Melburnian obsession with black (oh, come on – you know she's right). 'It doesn't need to be so *serious*', she says, pouting with mock sternness. 'After all, it's only fashion.'

JENNI KAUPPI

