

## FACT SHEET

November 2009

### Queen Street Mall Queensland's premier shopping destination

Brisbane's Queen Street Mall has long been considered the centre of fashion and retail in Queensland. This vibrant shopping and lifestyle precinct lies at the heart of Brisbane City and is arguably Australia's most successful pedestrian mall, playing host to over 26 million visitors a year.

The Queen Street Mall offers an unrivalled mix of local, national and international labels and flagship stores. Some 700+ retailers have made their homes here – many enjoy mall and street frontage, others are tucked away inside world-class centres and heritage-listed arcades.

A visit to the Queen Street Mall guarantees a complete leisure encounter. Restaurants, cafes, bars, cinemas, salons and day spas, 5-star hotels and a grand casino sit right on the mall. A five minute stroll will see you exploring Brisbane City's galleries and museums, parklands and our gorgeous riverside.

#### Centres of attention

##### **Brisbane Arcade**

160 Queen Street Mall

The heritage-listed Brisbane Arcade is one of Queensland's most stunning and historically significant shopping destinations. Built in 1923 and packed with architectural features befitting traditional European shopping galleries, it is the time-honoured home of some of Brisbane's most successful local designers and manufacturers – **Bora, Tengdahl** and **Pia du Pradal** to name a few. Brisbane Arcade is a superb destination for designer and antique jewellery, unique gifts, homewares and accessories. [www.brisbanearcade.com.au](http://www.brisbanearcade.com.au)



##### **Broadway on the Mall**

170 Queen Street Mall

Broadway on the Mall, located between Brisbane Arcade and **Country Road's** Queensland flagship store on the Queen Street Mall, is renowned for its impressive range of contemporary fashion outlets. Over 70 retailers are located across four levels and many dress Brisbane's funky fashion set – from **Bessie Head** and **City Dweller** for the ladies, to **Red Square** and **Dirtbox** for the lads. Broadway is also now home to the new **Bessie Head Black**, Dutch label **Scotch & Soda** and our very own Follow the Fashion winner **blanc + delta** (pictured left). [www.broadwayonthemall.com.au](http://www.broadwayonthemall.com.au)

**MacArthur Central**  
Corner Queen and Edward Streets

MacArthur Central is a modern three level shopping centre adjoining the heritage-listed MacArthur Chambers building. The centre features a high-end fashion precinct on Edward Street which includes **Polo Ralph Lauren, Oroton, Watches of Switzerland, L'Occitane en Provence** and lingerie boutique **Honey Birdette**. [www.macarthurcentral.com](http://www.macarthurcentral.com)



**QueensPlaza**  
226 Queen Street Mall

QueensPlaza is Brisbane's centre of stylish elegance with a smart, savvy and unique collection of retailers including the state's first **Tiffany & Co., Louis Vuitton, Alannah Hill, Bally** (pictured right), **Mimco, Mecca Cosmetics, Max Mara, French Connection**, ultra-cute Swedish stationer **kikki.K, Canturi** (jewels donned by Nicole Kidman's 'Satine' in Moulin Rouge), **Zimmerman, Gorman, G-Star, Leona Edmiston** and **Aesop**.

QueensPlaza is also the home of Australia's largest one location **David Jones** outlet, now double the size and with over 200 new brand installations including Australia's first **Chloe** in-store boutique and international luxury giants **Christian Dior, Bulgari, Burberry** and **Tod's**. [www.queensplazashopping.com.au](http://www.queensplazashopping.com.au)

**The Myer Centre**  
91 Queen Street Mall

The Myer Centre lies at the very heart of the bustling Queen Street Mall, occupying an enormous block bound by George, Elizabeth, Albert and Queen Streets. The Myer Centre has over 180 specialty stores, including **Witchery, Aveda, Cue, Forever New, Nine West** and department store Myer's Queensland flagship outlet **Myer Brisbane City**. [www.myercentreshopping.com.au](http://www.myercentreshopping.com.au)

**Wintergarden**  
171-209 Queen Street Mall

Wintergarden offers a complete shopping experience – from national and international retail outlets and world-recognised restaurants, to its own health club, bowling bar and beauty salons. Here you'll find over 92 specialty retailers – among them **Georg Jensen, Bam & juju, Wayne Cooper, Lisa Ho** (pictured right), **Midas** and **Kookai**. The Wintergarden got lot more colourful this year with the arrival of Brisbane's first **lululemon athletica** - a yoga-inspired athletic apparel company. Wintergarden also incorporates the five-star Hilton Brisbane Hotel where you can rest your weary head after a day spent shopping. [www.wgarden.com.au](http://www.wgarden.com.au)





**Albert Street Mall**  
Albert Street

The Albert Street Mall, which intersects the Queen Street Mall, is book-ended by The Myer Centre and King George Square. Its retail offer is lead by renowned **Hardy Brothers Jewellers**, recently opened **Perfect Potion**, **Oscar Oscar** (pictured left), **Sunglass Hut** and **Rocking Horse Records** – Queensland's largest and oldest independent record store.

**q&a Building**  
141 Queen Street Mall

The newly refurbished q&a Building at the intersection of Queen and Albert Streets houses Australia's flagship **Guess** store. Spanning over two levels, the store offers a mixture of Guess' classic styles and latest fashion trends – think clothing, handbags, shoes, perfume, watches and other accessories. Popular international shoe, leather goods and accessories label **Aldo** is also located within the q&a Building.

**Queen Adelaide Building**  
90-112 Queen Street Mall

The historic Queen Adelaide Building, located opposite The Myer Centre at the George Street end of the Queen Street Mall, has a distinctly sporty flavour. Not only did it introduce Queensland to its first **adidas Performance Centre**, it is the home of **Rebel Sport** and **Sportsgirl**. Popular women's fashion outlet **Igedo** is another star attraction.

**Tattersall's Arcade**  
215 Queen Street Mall (entry via Queen Street Mall and 202 Edward Street)

Opened in 1926, Tattersall's Arcade is one of the city's oldest shopping gallerias. The arcade's fine plaster feature work hints at resident Tattersall's Club's early beginnings as an exclusive Racing Club. Today Tattersall's houses a fine array of fashion and specialty boutiques including **Marc's**, **Hunt Leather** and **Optiko**. **Jean Brown** is the latest addition to the Arcade, bringing the signature Jean Brown experience to its Brisbane city-based clients. With a constantly evolving range of the most highly-sought contemporary and luxury fashion brands, the new city store will also focus on leading Queensland and Australian fashion labels such as Juli Grbac, Rachael Ruddick, Mrs Press, Chelsea de Luca, Willow and Kirrily Johnston.

**Surrounds**

**Adelaide Street**

You'll find the heritage strip on Adelaide Street between Edward and Creek difficult to resist. Here is trendy shoe store **Children of the Revolution**, sweet stop **Chocolate to Die For** and gorgeous antique jeweller **Penfolds** among others. Just opposite is retailer **Biome** – stockists of a great range of environmentally friendly gifts, food, homewares and body products.

There's a distinct youth orientation on Adelaide Street between Edward and Albert – stores like **Princess Polly**, **Cheeks** and music outlet **Butter Beats** will satisfy the trendiest shoppers.

## Elizabeth Street

Elizabeth Arcade (between George and Albert Streets) is the first place you should head if you love the idea of securing one-off designer pieces. Here is a great range of contemporary outlets – including **Violent Green**, **Little Lace** and recently relocated **Garnsis** – stocking established and up-and-coming designers like Maurie & Eve, Tainted and Mink Pink. Other retailers of note on this stretch are **Dogstar** (local Japanese-influenced label) and **Apartment** (pictured) stocking Josh Goot and Zambesi.

If you love imports you must visit **Xile** – think Dolce & Gabbana, Versace, John Paul Gaultier and Roberto Cavalli – and Queensland's flagship **Basler** boutique. Both are located between Albert and Edward Streets. Don't miss the new stylish **Elio Moda** store a few doors down. Elio Moda brings the European concept of an indulgent retail experience - the new store stands alone as a fashion location - a hub of style and expertise, complete with a fully functioning bar, cafe and personal consultation area.

## Edward Street



Some of the city's most prestigious retailers can be found on Edward Street – led by **Tiffany & Co** and **Louis Vuitton** at QueensPlaza, and MacArthur Central's **Polo Ralph Lauren** and **L'Occitane** stores. Continue along Edward Street toward the Brisbane River and City Botanic Gardens and the prestige retail experience continues. Next stops are recently opened **Ed Hardy** and Queensland's flagship **Hugo Boss** store. Then there's imported lingerie stockist **Arianne**, **Madison Integrity** (pictured left), **Barkins** and **Bellissima on Edward** for ladies.

## To Market

March 2009 saw local food legend Jan Power open a new farmers market right in the heart of Brisbane City. The latest addition to her stable, **Jan Power's Farmers Markets** are located at the top of the Queen Street Mall every Wednesday from 11am to 6pm. Each week over 30 producers transform Reddacliff Place to a vibrant farmer's market experience in what is a most convenient location for city workers, residents, shoppers and visitors. Seasonal fruit, vegetables, seafood, meat and poultry, breads, flowers, cheeses and charcuterie will be part of the fresh produce on offer.

Every Sunday from 8am until 4pm Brisbane city's Riverside precinct comes alive with the **Riverside Markets**. Colourful stall holders present an eclectic range of locally and imported handicrafts, clothing, jewellery, furniture, homewares and more. A quintessential Brisbane experience, you can spend the day fossicking and enjoy at the same time the beauty of this part of town that bustles Monday to Friday as the central business district.

[www.riversidemarkets.com.au](http://www.riversidemarkets.com.au)

Visit [www.queenstreetmall.com](http://www.queenstreetmall.com) for further information about the Queen Street Mall.