

rose st.trading co.

September 2006

Press Release

The leafy village precinct of Rose Street Armadale is home to one of Melbourne's newest and best kept shopping secrets. Proving that good things really do come in small packages, Rose St. Trading Co. has successfully put all of your favourite things into one delightfully merchandised space.

Owners Cate Boots & Alex Muir have a simple philosophy when filling their shelves. "We stock pieces that we love; favourite things that we have in our own homes & wardrobes!". Cate & Alex have refined taste and a clever eye for what their customers want, be that initialed stationery or a bunch of market fresh hydrangeas.

"We have endeavored to create a point of difference both in the product range and the level of service we provide to our clientele". Product is carefully selected and where possible, exclusive to the Rose St. emporium. "We have been approached by several niche wholesalers wanting to forge a relationship with us early on. Exclusive contacts like this mean we can offer something special to our customer".

Cate & Alex share a depth of experience in retail and customer service. Regular shoppers are greeted by name and nothing is too much trouble. The girls have been in store as much as possible in the opening months. "It was important to us to establish a relationship with our customer from the beginning" says Alex, "it's all a part of our very personal approach to this business."

Products small and large sit in harmony together at Rose St. Trading Co. making it a shopping destination for inexpensive gift items through to furniture pieces like the New York style chair and cement based lamp with linen shades. Aficionados of indulgence will love boutique fragrances from Renee and the irresistible cashmere range. "Some customers are up to their 5th or 6th cashmere jumper!" says Cate. "We are pleased to provide not just stunning quality, but also great value". Judging by the cashmere addiction gripping Rose St, so are the customers!

The vision for Rose St. Trading Co. surpasses Melbourne's geographical boundaries. Born and bred in country NSW, Alex wishes to open the door to clientele in the country & other remote locations. To this end, a comprehensive catalogue style website is underway! Product will be organised under descriptive captions such as furnish, bathe & splash, sparkle, write & wrap and illuminate. Customers will be able to print off an order form and fax their 'shoppinglist' directly to Cate and Alex. Delivery will be available both nationally & internationally. The website, at www.rosestradingco.com.au is expected to launch in October 2006, although shopping enthusiasts can join the online email list now.



Product available for editorial photography, contact Cate or Alex at Rose St. Trading Co. alternatively, images can be supplied.

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