



TRAVELS WITH MY RETAIL THERAPIST

Shop like a star this Christmas with these tips from experts who help the wealthy spend their money. By Rachel Browne.

If you're trying to find perfect gifts for the important people in your life, who better to turn to than Sydney's elite personal shoppers? With client lists reading like a who's who and retail contacts to make any serious consumer green with envy, these super shoppers appreciate how to please the most discerning customer.

Style experts such as Tali Shine and Kendall Serich know exactly where to look for the best fashion or food, bags or baubles.

Tali has turned retail therapy into a career courtesy of her book *The Glam Girl's Guide To Sydney Shopping* and counts numerous local and international A-listers among her clients.

"I take a whole range of people shopping – they are all generally quite wealthy as they can afford to have a personal shopper and make purchases," Tali said.

"Having said that, they don't have to be super wealthy, they just have to care about the way they look and love clothes. I also work with visiting models and have taken A-list actors shopping."

Former model Tali is regarded as one of Sydney's most chic women and is sought after as a stylist, recently working with Foxtel's Amy Erbacher on a television segment for Fashion Targets Breast Cancer.

Tali counts The Strand Arcade as one of her favourite haunts for clothes and accessories.

"I love The Strand Arcade because it has the



Personal shopper Tali Shine (left) helps lawyer Siobhan Kennelly with her pile of purchases after a successful day out shopping.

best shops from Oxford Street but all in the one location," she said.

"It's the silly season so you need a few good party dresses to take you through Christmas and into New Year. Zimmermann [level 1, The Strand Arcade] is great for party dresses."

At the MLC Centre (Martin Place), you'll find style guru Belinda Seper's new store, stocked full of luxury designer names with price tags to match.

"But you'll find things there you won't see anywhere else – clients love that," Tali said.

The MLC Centre is also home to one of Tali's favourite bag shops, Longchamp, "for stylish but practical bags which last forever".

Kendall, who runs Style Savvy and shops with the international jet set and cashed-up locals, is also a fan of The Strand Arcade.

"The Strand Arcade has some terrific specialty shops which are tucked away in there," she said.

"If you're looking for that special occasion outfit for Christmas, you can't go past Lisa Ho [level 1, The Strand Arcade]. And Wayne Cooper [level 1, The Strand Arcade] is doing some really nice stuff for women this season. I think he has a better idea of what suits the average female form than most other designers.

"And Farage [level 1, The Strand Arcade] makes great shirts for men and for women which are better quality than some of the more expensive designer names."

Kendall, who launched Style Savvy 18 months