

THE ORDER OF EVENTS...

11.00am Intro with **Catherine Deveny**

11.45am **Aluka**

12.45pm **The First Parade featuring...**
Sabaidee Clothing and T-Shirts
CCCK
Old Hat
Subterranean

1.15pm **Abbie Cardwell**

2.15pm **The Second Parade Featuring...**
Cobra
Tantrum
Alchemy Boutique
Obus
Souk Lifestyle
I dream a highway
Hummingbird 60

3.00pm **Kate Vigo Trio**

Please note times are approximate.
Due to the nature of this event we may run slightly ahead or behind schedule.

NIFFTY wishes to thank everyone for their generous support and help in getting this event off the ground. We hope you have enjoyed the day and look forward to your feedback via the, NIFFTY website www.nifty.com.au

Please don't forget to take full advantage of your NIFFTY experience by visiting the many High Street stores, restaurants and cafes displaying the NIFFTY discount sign, special offers apply when you present your festival program. Individual store conditions apply.



Brought to you by the Northcote Business Association, producers of: Nifty, Northern Exposure, High Vibes and the Christmas Charity Bells.

PROGRAM

NORTHCOTE INDEPENDENT FASHION FESTIVAL 2010



SAT 10 APRIL. 11 AM - 4 PM
NORTHCOTE TOWN HALL
FASHION. MUSIC.
MARKETS. FOOD. WINE
NIFFTY.COM.AU

WELCOME TO NIFFTY 2010

NIFFTY combines fashion, music, food, wine and shopping to bring you a fashion festival like you've never seen or heard before!

Showcasing the eclectic mix of fashion available on High Street Northcote, NIFFTY is shining a light onto the alternative, independent, sustainable, vintage and popular fashion High Street has to offer.

We employ locals to model clothing that YOU can actually wear and buy today! Celebrating fashion as an accessible and essential mode of self and social expression, NIFFTY celebrates the beauty and spunk that is found everyday in the streets of Melbourne, rather than reinforce the 'cookie cut ideal.'

We hope you enjoy...

STORES AND BOUTIQUES TAKING PART IN NIFFTY 2010...

RETROACTIVE

Located at 307 HIGH STREET, NORTHCOTE. "Retro" was a new word in popular culture when we opened our shop on December 1st 1996, and just as the word has changed emphasis and meaning since then so their shop has evolved. Along with our customers, they continue to seek a fresh interface between today's design and home decorating trends and those from the classic recent past. As well as home wares our passion includes other vintage items including jewellery and clothing, records and magazines and even hi-fi components.

BUG

Located at 306 HIGH STREET, Bug is an exhibition space and retail shop for Australian, mostly Melbourne designers of furniture, lighting and other design objects. With a range of unique furniture, lighting, art and interior design products and hand-made jewellery, Bug is a wonderful place to visit for inspiration and to find that special something for your home.

FIRST PARADE FEATURES BOUTIQUES SPECIALISING IN VINTAGE AND HOME-MADE FASHIONS...

SABAIDEE CLOTHING AND T-SHIRTS

Sabaidee is another new kid on the block located at 213 HIGH STREET, specialising in Tribal Jewellery and clothing. Sabaidee is well known on the street for their extensive range of print and band T-Shirts. Black and white designs featuring modern legends of rock, like Dylan, Lennon, Jagger and the likes. If you love them so much you want to wear them, Sabaidee the place to find all your favourite musicians!

CCCK

CCCK is a wool and yarn boutique, located at 234 HIGH ST, in the Northcote arts precinct. Stocking a wide selection of wools, yarns, patterns, books and knitting and crochet accessories, they also sell tea, coffee and light refreshments to encourage you to sit in our cosy lounge and knit or crochet with your friends! With an emphasis on doing it yourself, CCCK believe it's worth making something that will last for generations; celebrating the unique and individual over the mass-produced. Creating is more fun than consuming and sharing your creations is half the fun!

OLD HAT

Old Hat is arguably Melbourne's oldest vintage clothing store fashionably vintage before vintage was fashionable. Located at 226 HIGH STREET, NORTHCOTE, they stock and sell clothing, collectables, accessories, costume jewellery, home wares and furniture principally from the 1920s to 1970s. Their merchandise is highly sought after by discerning Melbournians and interstate visitors and has featured in music videos for artists such as Sarah Blasko, The Audreys and Augie March (to name a just a few!). Once described as a cornucopia of retro treasures, Old Hat has high quality, authentic, unique and affordable vintage clothing and accessories.

SUBTERRANEAN

Subterranean are sellers of fine vintage & retro clothing and accessories. Sourced both locally & overseas, they regularly import straight from New York City & El Paso Texas! If original western shirts, one off retro tees & fabulous vintage frocks are your thing, then Subterranean's the place! They proudly house such labels as Rummage Style, Twisted Fig and Greg Mann Jewellery with a range of one off vintage tweaked and inspired garments, accessories & jewellery. Subterranean are also the creators of and home to the infamous "I heart Northcote" t-shirt! Subterranean, the store that was conceived in the back of an apple green 1950 Bedford bus, one broken down day somewhere by the side of a highway, located at 277 HIGH STREET, NORTHCOTE.

SECOND PARADE FEATURES HIGH STREET BOUTIQUES SPECIALISING IN CONTEMPORARY FASHIONS...

COBRA

Located at 340 HIGH STREET, NORTHCOTE, Cobra is a funky fresh men's and ladies boutique, that stocks locally produced clothing and accessory labels such as; Maurie & Eve, Bless'ed are the Meek, Bettina Liano, KUKU, Backstage, 2BS, Mogil, Von Treskov, Mavi, Nana Judy, Insight, Sushi Radio and many more. They have new arrivals weekly keeping the store fresh and exciting. They have a lot of one off pieces therefore customers are assured our products are unique.

TANTRUM

Tantrum fashion has been servicing the Northcote area for almost 20 years. Tantrum is an up market fashion Boutique for Men and Women. With labels including Nicolangela, Rich, Nolita, Desigual, True Religion Jeans, Calvin Klein, Industrie, Very Very, Sabatini, Mavi jeans, Nancy Ganz, Spanx, George and many more. Tantrum specialises in both Evening wear and your every day needs. They are situated at 349 HIGH STREET, NORTHCOTE.

ALCHEMY BOUTIQUE

Located at 258 HIGH STREET, NORTHCOTE, they incorporate labels such as Skunk Funk, Rosie and Dixie, Body Fit by Afra and Sandra Doutsas and garments made exclusively in Northcote for our unique community. Past and present design elements coupled with a Japanese influence make each garment as individual as the wearer. The Alchemy Fashion Sewing School offers classes to people interested in learning how to sew and create their own patterns. Classes are offered in the evening or daytime and are very popular with places are in great demand- Visit the store for more information.

OBUS

New to the street, Obus is located at 285 HIGH STREET, Obus is designed with modern travelling women in mind. Travellers rely on their clothing, so creating quality garments is of upmost importance to Obus. Sourcing beautiful, high quality fabrics from around the globe, Obus is entirely Melbourne made and designed.

SOUK LIFESTYLE

Souk Lifestyle is a popular Northcote boutique specialising in Australian designer labels and French Moroccan home-wares located at 289 HIGH STREET, NORTHCOTE. It is the place to find the perfect gift or outfit and home to amazing Australian designers such as Morrison, Obus, Metalicus, Body, Strange and Strange, Juicy Bear and Skin and Threads. Featuring locally produced and hand-made jewellery and accessories, Souk also provides a city escape in its secluded teahouse, with a selection of T2 teas, coffee, organic treats and lunch options.

I DREAM A HIGHWAY

Located at 259 HIGH STREET, NORTHCOTE with a particular love for smaller labels with unique styles they stock an eclectic mix that appeals to many styles. I dream a highway love: cowboy/ cowgirl themes, vintage inspired pieces, colour and pattern, animals, accessories (accessories, and more accessories!), sustainability and artful design. I dream a highway also loves to support local artists and music

HUMMINGBIRD 60

Located at 244 HIGH STREET as of the 1st of May 2009. Stocking an array of different Australian designed and made labels such as Secret squirrel, Rodeo show, Indigo, Hamb, Hazel, Princess Tina, Mink Pink, Another love merino wool range, Platinum and our own in-house brand Hummingbird 60. Specialising in cute quirky gifts and jewellery from local designers, Hummingbird 60 is the perfect place to find the perfect gift.

MUSIC TO YOUR EARS...

LEADING US ON THIS FANTASTICAL FASHION ADVENTURE...

CATHERINE DEVENY

Giving us her (piss) take on fashion, Catherine is sure to get you thinking about fashion in a different light! Television comedy writer, stand-up comedian, author, social commentator, broadcaster and columnist in The Age newspaper, Catherine cites her biggest influences as Bill Hicks, Richard Dawkins, Billy Bragg and Alice Miller. Deveny's television work includes Network Seven's Tonight Live, Full Frontal, ABC TV's Good News Week, The 7.30 Report and Network 10's Rove Live. She is a regular and extremely popular fill in broadcaster on 774 ABC Melbourne. Deveny is widely considered one of the most gifted, versatile and prolific writers in Australia. Deveny will be appearing 2010 Melbourne Comedy Festival with her one woman show God Is Bullshit; That's The Good News.



PERFORMING AS PART OF NIFFTY...

ALUKA

Born of three women who were perpetually frustrated by the false notion that you are either a 'singer' or a 'musician', Aluka is a far cry from the average 'Andrews Sisters-esque' a capella vocal group. Performing contemporary original tunes that incorporate intricate harmonies, body and vocal percussion, Aluka debuted in 2009 and since have, released their EP to a sold crowd at The Toff in Town, joined Clare Bowditch's band, been invited to play at several festivals and voted one of 2009's top ten local bands, Australia wide. Aluka have fostered a musical bond, forming gorgeous sound scapes of vivid sonic colour with nothing but their voices.



ABBIE CARDWELL

One helluva self-taught banjo pickin', guitar slingin', harmonica totin' chick with "the voice of a homesick angel", Abbie is hailed in Melbourne, Australia, as 'The Belle of Rootsy-Rockabilly-Twang'. Drawing inspiration from life and the roots of all music, Abbie grew up on a healthy diet of JJ Cale, Rickie Lee Jones, Tom Waits and Tony Joe White records. Condensing those influences into her own style and emphasising the up-close-and-intimate side of 'laid-back', has earned Abbie national and international acclaim. Playing a solo set, Abbie will showcase old favourites alongside songs from her soon to be released album The Bare Bones Session, featuring 11 songs recorded live with no editing and no overdubbing.



KATE VIGO

After the recent release of her first single and video clip, 'The Way You Are', which has been making radio waves around the country, Kate Vigo has made name for herself in the music scene. The greatly anticipated release of her second single 'Someone Better' will be followed with the launch of her new EP under the same title in 2010. The fast rising vocalist came into the limelight as highest album selling performer of the 2008 Melbourne Jazz Fringe Festival. Kate's new sound embodies an eclectic mix of pop rock and subtle acoustic refrains teamed with programmed loops and intricate melodies. Kate finished a degree in fashion design and parallels can be found in Kate's music and her love of fashion. Weaving together a distinct array of sounds, from Billie Holiday to Feist, by way of Prince and Aretha Franklin, Kate's eclectic sound is distinctive, yet ever accessible and sublimely enjoyable.



Festival Coordinator Solange Mardones

Graphic Design Matt Clare / Mono Design

Website Design Adrian Wood / Shopfront Design

Stage Design Susie Zarris

Flower Design Marc Giroto of Entwine at The Local Shop

Furniture and Props supplied by High Street retailers, Retroactive and BUG.

Hair & Make-up Merton Muaremi, assisted by Napoleon Perdis, team lead by Rhian Wallace

Sound Technician Marc Russo of Beveridge Road Studios

DJ Danielle Bain (DJ Elfgirl)