

A Touch of European Style



Ulrike von Radichevich – Uli to her friends – is an extraordinary woman. She has brought European fashion and style to a country town, where it doesn't in the least seem out of place. Her shop, Rike-Design

in Castlemaine goes far beyond being a dress shop, it's where soft flowing fabrics, feminine colours and style take every woman to a place where fashion is her friend, where she is encouraged to find and be comfortable with her own brilliance. Uli doesn't believe that fashion trends should dictate what people wear, it is all about the individual.

One could believe that Uli fell out of the cradle thinking fashion, but not so. Describing herself as a "pappa's girl, she was fascinated by machinery and wasn't afraid to get grease under her fingernails, which led her to choose a career as an engineer. Spotted by a teacher who recognized her talent for art, she was encouraged to apply for a scholarship to an

International art college in her native Austria. This led her to becoming a set designer where she could combine her passion for art and love of engineering. It wasn't long before she could see how costuming could tell a story about a person or character, thus exciting her interest in fashion. Her talents in set and costume design saw her working throughout Europe and exhibiting her artwork. Uli now has the best of both worlds, combining her continuing work in Europe and the more casual lifestyle she has found in Australia.

Rike-Design sells a wide range of garments including vintage and Euro-designer wear with one off pieces from many international fashion houses, as well as Uli's own designs, they also carry an impressive range of accessories – and all very affordable. Rike-Design is at 54 Mostyn Street, Castlemaine and you can follow them on Facebook.



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goo.gl/xvMnR

54 Mostyn st. Castlemaine, Tel: 5470 6014

RIKE

DESIGN

STEP INTO A WORLD OF VOGUE AND VINTAGE DESIGN