

Euro fashion store opens

STEALING THE SHOW with inventive fashion and graceful styles is nothing new to Austrian-born Ulrike Barbara von Radichevich (Uli). A world-class costume designer, who works for the theatre and opera houses of Europe, Uli is proud to announce the opening of her new lifestyle fashion boutique in Castlemaine, in the popular Mostyn Street shopping precinct.

Uli's love of Europe and fashion is matched only with her love of central Victoria, and she has recently settled in Castlemaine with her family because she says it is time to soak up some a 'slow lane' lifestyle the town and the region is so famous for.

"I often travel overseas, recently to Switzerland to arrange the costume designs of Hair the musical, and soon I will return to Germany to organise the wardrobes for a national Madame Butterfly production – so it's wonderful to call Castlemaine home, away from the vibe of Vienna and the hurly burly of other big cities."

Uli also consulted with the National Gallery of Victoria on its exhibition, 'Vienna: Art & Design', with more than 250 works on display, showcasing her talents for stage and exhibition design.

An accomplished fashion designer, her new 'Rike' boutique is decked out with her own range of handmade apparel, and also on display you'll find one-off European fashions, vintage and exclusive designer garments from artisan Australian labels.

According to Uli, her love of design and fashion extends beyond just selling something generic to her customers. She says Rike is all about feeling good about what you wear, not about a one-dimensional retail experience.

"I enjoy being playful with fashion, and customers can feel very relaxed here, they can feel free to co-ordinate garments with accessories, with layers and with complementary colours ... so here in the Rike store – we can assist customers to make great choices."

Rike also offers a full wardrobe consultation on request.

"This is a wonderful way to work with our customers to make the most out of their existing range of clothes, and collaborate with new styling advice."

The new Rike venture is a lovingly appointed boutique and a stunning example of Uli's passion for colour and style. Vintage-inspired lines and contemporary footwear and bags are in abundant supply, as is a staff of experts in finding the perfect fit.

"My clothing range is all about celebration, perfect for weddings, spring racing, parties ... and all kinds of fun times, and with these garments, I also offer accessories, jewellery, scarves etc.

"I love silk, for instance because of its versatility, it can be elegant or edgy. And I love to work with linen because of its fresh texture ... both of these fabrics are ideal for spring and summer. So come and enjoy these textiles, and enjoy indulging with Rike's new fashions, some recently arrived from the European summer range ... and most of all enjoy the confidence they will bring."

Rike opens September 3, at 54 Mostyn Street, Castlemaine.

Trading hours daily 10am – 5pm.