Bourke Street Mall is recognised as Melbourne’s shopping heartland and is always pulsating with shoppers, buskers, and city workers. Here you'll find Melbourne's two biggest department stores – David Jones and Myer. Bourke Street is also home to the iconic Kosminsky, Melbourne’s most famous jewellers’ store. Affordable shopping chain store Target is just down the road you can get your groceries from Costco. On a Sunday, meander through the Sunday Market at the Arts Centre, which is the place to find one-of-a-kind gifts ranging from handcrafted Australian timber products and Aboriginal art to organic tea and homemade preserves. The Sunday Market at the Arts Centre runs every Sunday from 10AM to 5PM.

For more information:
- visit the Melbourne Visitor Centre at Federation Square, located on the corner of Swanston and Elizabeth Streets
- visit the Melbourne Visitor Booth in the Bourke Street Mall
- call City of Melbourne on (03) 9658 9508

Purchase the latest Shopping Secrets Melbourne – a guide to 52 of the finest shops in town with something to suit every taste, budget and occasion, presented in a deck of cards. Available for $9.95 from everyone ends up at Melbourne's Queen Victoria Market at some stage. With its huge range of souvenirs and great priced clothing, it’s a veritable visitor magnet. While you’re there picking up some bargains, don’t miss the fabulous produce section with hundreds of stall holders selling everything edible! The market is open daily Tuesday – Sunday (except Wednesdays).

Melbourne Central – retail heaven
Also on Swanston Street, Melbourne Central is an urban inner-city project presenting a style laden destination for shopping, eating and entertainment. There are over 300 stores to explore in a unique and modern architectural space, reflecting the diversity and evolution of the Melbourne CBD shopping centre. Melbourne Central is a multi-storey shopping-meca housing leading retailers such as Onyx, Country Road, Sportsgirl, Mercy, Witchery, Dom Dagnino, DeCula, and BM Williams.

QV – state of the art
On the corner of Swanston and Lonsdale streets is the sublime QV. This handsome post office building was built in 1864, in the neo-Renaissance style fashionable during the lavish days of Victoria's gold boom. QPO provides a highly sophisticated and contemporary retail experience and showcases the absolute best in fashion, luxury goods and dining. Look out for shops such as Belinda, Lisa Ho, AG, Karen Millen, Camper, Mandarin Duck, Mimo, Melucrafts, Ben Sherman, Gorman, Georg Jensen and Akira plus many delicious eateries and bars. Paradise found!

GPO – city luxe
Situated next door to Myer on the corner of Bourke and Elizabeth streets is the sublime GPO. This former postal building was built in 1901, in the neoclassical style fashionable during the lavish days of Victoria’s gold boom. GPO provides a highly sophisticated and contemporary retail experience and showcases the absolute best in fashion, luxury goods and dining. Look out for shops such as Belinda, Lisa Ho, AG, Karen Millen, Camper, Mandarin Duck, Mimo, Melucrafts, Ben Sherman, Gorman, Georg Jensen and Akira plus many delicious eateries and bars. Paradise found!

Docklands – emerging retail
Docklands offers a cosmopolitan experience, just metres away from the water. While you’re at Docklands, pamper yourself at Aqua Hair Design or Papillon Day Spa and take time to browse through the quality art galleries including Ngapa Gallery and Goya Galleries. Visit Harbour Town at Waterfront City which features an exciting mix of national and international retail brands with more than 100 specialty stores, and 90 outlets. Markets

• purchase the latest Shopping Secrets Melbourne – a guide to 52 of Melbourne’s most exciting retail developments, which boasts an innovative mix of fashion, dining, homewares and furniture.
• visit the Melbourne Visitor Centre, good newsagents, bookstores or online at www.deckofsecrets.com

The Sunday Market at the Arts Centre brings together over 150 stalls of the finest arts and crafts from around Victoria. The Sunday Market is the place to find one-of-a-kind gifts ranging from handcrafted Australian timber products and Aboriginal art to organic tea and homemade preserves. The Sunday Market at the Arts Centre runs every Sunday from 10AM to 5PM.

Waterfront – shopping by the river
Along the banks of the Yarra River from Federation Square to Southbank, explore stylish restaurants, cool bars and world-class arts venues. Unique retailers on the promenade include Australian art galleries and high-end fashion. Melbourne’s newest precincts, South Wharf and Northbank, including Rebecca Wolk, are growing by the day. By the calm of the river, water, experience discount shopping at DFO and dining by the river’s edge at WTC Wharf.

Melbourne to Docklands and the Longlife streets in GV, one of Melbourne’s most exciting retail developments, which boosts an innovative mix of fashion, dining, homewares and furniture.

For sates to fashion, Albert Closes Lane at GV is home to a dynamic mix of high-end fashion and lifestyle retailers, many of which call GV their first Melbourne home. Retailers in Albert Closes Lane include Aesop, Caruso, Just Cavalli, Christian Dior, Zimmerman, T. Wood and Wayne Cooper.

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Collins Street – international and iconic
The city’s most famous tree-lined shopping street is Collins Street, home to high-end jewellery (including Georg Jensen, Brigitte, Jan Logan, Ruthertford and Tiffany & Co), fashion (such as Boss (Burberry), Hugo, Hermès, Gucci, Salvatore Ferragamo and Louis Vuitton) and indulgent chocolate shops like Lindt. Scour it for beauty secrets. You’ll also find multi-level department stores like Coles and Myer, a must-see for shopping in Melbourne for its interesting and delightful stores.

Anna Thomas, a fashion fave of smart Melbourne women, plus Kenzo, H&M and fashion from the world’s only zine shop and a wide range of one-of-a-kind fashion with a vintage flavour.

Little Collins Street – Australian designers
Little Collins Street has a well-founded reputation as the place for the discerning to shop. The Fabulous Hair Building includes Anna Thomas, a fashion fave of smart Melbourne women, plus Kenzo, Santi, Moschino (for divine cashmeres) and Chico’s. Shopping company is the street is a diverse range of shops selling highly regarded designer men’s and women’s fashion. Stores to take note of are Verone (also a cafe), Asan, Ted Baker and AC. Little Collins Street and adjoining hockey Place are home to some of Melbourne’s most famous designers including Alannah Hill, Bellina Liano, and Scanlan & Theodore. It’s also a great spot to shop with Zara, Gucci and D&G stores. Little Collins Street is also home to Carnaby, jeweller to the stars. Make sure you pop into Royal Arcade, one of the oldest arcades in Australia for its interesting and delightful stores. Quoted by goods Eucalypt Guz and Magpie since the late 1800s, here you can find everything from high-end international and Australian fashion (Marcs and Don’t Come, confectionary (Suga and Koko Black) to quirky stores featuring tart card readings and Russian dolls.

Flinders Lane – cutting edge
Flinders Lane, once the centre of the city’s rag trade, is an unmissable shopping destination for the hip and happening. Melbourne boutiques like Caroline, e.g. etc, Green with Envy, Miss Lou, plus Alice Ephrussi, Winci Kit and Garni in nearby Cathedral Arcade who sell fashion and accessories from the continent to the sublimes. Centre Place, running off Flinders Lane, shouldn’t be overlooked. In the thick of the atmospheric cafes and bars you’ll find fabulous shops like King George, with its fun fashion imports, Fubu, with its cool range of sunglasses and watches, and Body, selling fluid and beautifully designed women’s clothing. Degrees Street plays host to the gorgeous S Paper (think stationery implements and accessories), and Elegantly Scant (for underwear). Campbell Arcade is a treasure trove of independent fashion, art and design built away under Flinders Street Station. Find second-hand ties, possibly the world’s only zine shop and a wide range of one-of-a-kind fashion with a vintage flavour.