







Women’s Fashion Boutique Chapel Street South Yarra SV1560

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- **Revenue:** Approximately $10,000 per week as reported by Vendor (recent trading)
- **Established:** 14+ years on iconic Chapel Street
- **Location:** Premium corner position with dual-window exposure
- **Lease:** 2 years remaining (renewed Oct 2025) + option
- **Parking:** Dedicated car space included with lease (rare for Chapel Street)
- **Database:** 10,000+ loyal customers

The Business

Established women's fashion boutique trading successfully for 14+ years on Melbourne's premier Chapel Street fashion precinct. Hand-picked contemporary fashion, signature boots and bags, serving loyal customer base.

Genuine retirement sale. Owner scaled back digital marketing. Shopify e-commerce platform, Instagram, Facebook, and customer database all in place ready for digital-savvy operator to reactivate and grow.

Price	SOLD
Property Type	Business
Property ID	531

Agent Details

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Office Details

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VIC Brokers
Business, Commercial & Real Estate

What's Included

- Stock at Value
- Corner lease + dedicated car space
- Shopify website, POS systems, fixtures
- Social media accounts (Instagram, Facebook)
- 10,000+ customer database
- Supplier relationships
- 2-4 weeks comprehensive training

The Opportunity

Location: Corner shop with dual-window exposure on Chapel Street (980+ shop precinct, high foot traffic, tourist location)

Growth Ready: Digital infrastructure underutilized. Owner retiring - immediate opportunity to restore online marketing and scale revenue.

Turn-Key: All systems, suppliers, and customers in place. Owner works in business but can employ staff.

Ideal For: Fashion retail professionals, e-commerce operators, existing boutique owners, digital marketers, owner-operators.

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