





Iconic Chapel Street Fashion Boutique Business Sale SV1560

A Day in the Owner's Words

10am - Opening

"I walk to work and grab a coffee along the way. Opening the boutique is my favorite time - I set the ambience, change the flowers, light a candle, and remerchandise the new stock that arrived yesterday. Quick dust and vacuum, and we're ready."

Throughout the Day

"I greet customers and help outfit them for all sorts of events - races, baby showers, weddings, or just a new summer wardrobe update. There's lots going on in Melbourne at the moment, so it's lovely to welcome our interstate customers too."

"Between customers, I check Instagram and emails for updates from suppliers on new styles landing. I plan what I'll be buying on Tuesday - that's my buying day. I ring customers about special orders that have come in."

"Later, I update Instagram after our photo shoot with our model Jo - always lots of fun and great for testing our new arrivals for fit and getting feedback."

5pm - Close

"After a busy, sunny day, it's exciting to see our customers' reactions to the new stock. I close up and head home."

Price \$80,000 Property Type Business Property ID 531

Agent Details

Vito Shtohrin - 0405 575 777 Serge Tsundra - 0434 450 784

Office Details

Victorian Brokers 1147 Glen Huntly Rd Glen Huntly VIC 3163 Australia 03 9918 6739



Recent Trading:

- October 2025: \$27,994
- November 2025 (to 16th): \$19,560
- Tracking \$28,000-\$30,000+ per month approximately

The Business

14+ Years Established on Chapel Street

"Effortless Style for the Modern Woman" - Hand-picked contemporary fashion, signature boots and bags. Built a loyal customer base of 10,000+ on Australia's premier fashion street.

Premium Corner Location

Superior visibility with dual-side window exposure. Located in South Yarra's 980+ shop fashion precinct with constant local and tourist foot traffic. Walking distance to South Yarra Station. Includes one dedicated car space allocated with lease - a valuable advantage in this high-demand Chapel Street location.

The Opportunity

Owner scaled back marketing for retirement. Proven Shopify e-commerce platform and social media presence ready for digital-savvy operator to restore online sales growth.

What's Included

Tangible Assets:

- Complete inventory (Stock at Valuation)
- Corner shop lease assignment (2 years remaining plus option to renew)
- One car parking space (allocated with lease)
- POS equipment and systems

Intangible Assets:

- Business name and 14-year brand goodwill
- Shopify e-commerce website (fully functional)
- Social media accounts (Instagram, Facebook)
- Customer database (10,000+ loyal customers)
- Established supplier relationships and buying contacts

Support:

- 2-4 weeks comprehensive training
- Full handover with buying calendar and systems
- Supplier introductions

Operating Hours: 10am-5pm, 7 days per week

Why This Opportunity Is Rare

14 years established with proven customer loyalty Corner position with dual-window exposure (most have standard frontage)

Dedicated car space included - exceptional for Chapel Street Genuine retirement - full owner support included Turn-key with all systems, suppliers, and customers in place Clear digital growth path with existing infrastructure

Location: Chapel Street, South Yarra

Melbourne's internationally recognized fashion destination with 170+ years of retail heritage. Home to iconic Australian brands like Gorman, Scanlan Theodore, and Country Road.

Work in one of Melbourne's most desirable precincts surrounded by cafés, restaurants, and premium retailers. This is more than a business - it's a lifestyle in the heart of Melbourne's fashion capital.

"If you're passionate about fashion, love connecting with customers, and want to own an established boutique in Melbourne's iconic Chapel Street, this is your opportunity. The business is here, the customers are here, the systems are here - you just need to bring your energy and vision for growth."

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