

90

SUNDAY MAY 24 2020

INSIDER



Aqua beanie, \$15.99.
anacondastores.com
Kit yourself out with your winter warmers, as the Australian outdoor chain's much-anticipated sale runs until the end of the month.

Check scarf, \$79.95.
countryroad.com.au
Keep the chills – and the germs – out with classic Aussie brand Country Road's wool-blend scarf.



Pink sweater, \$89.99.
forevernew.com.au
This super-soft wool-blend sweater is the perfect pick-me-up from Forever New.



Suede shirt jacket, \$159.
ottwaythelabel.com
This quirky Melbourne brand makes vintage-style unisex shirts and jackets from quality fabric.

◀ **Cable knit sweater, \$259.**
ladykate.com.au
Coming from a Narrabri family of wool farmers, Penny Merriman realised there was a whole generation who didn't know what a quality merino wool sweater felt like anymore – so she began designing them.



Fur felt fedora, \$310.
enelopehadrillhats.com.au
Make an Australian style statement with Penelope Hadrill's beautiful handmade hats, straight from her home in western NSW.



Black pants, \$340.
theflatironlabel.com.au
This season, invest in some new pants that actually last. Melbourne label Flatiron is an ethical brand that focuses on quality purchases designed to last for years.



▲ **Animal print loafers, \$189.95.**
millwoods.com.au
When Wagga Wagga mum Jane Robertson couldn't find good loafers for her kids, she started making them and now has a thriving online business for women and children.

Keeping it COSY & LOCAL

Help Aussie businesses out of their lockdown freeze with these warming winter buys, writes **Kerry Parnell**

As we head into colder weather we can help thaw out Aussie businesses and brands by buying local. If you are in need of a winter wardrobe refresh, your purchases can make you feel good twice, by helping you look fabulous and give a boost to the economy. It's a shopping win-win.

And whether you can't wait to get back to the stores, or prefer to shop online, every little purchase helps.

Retail is Australia's largest private employer, with more than 1.3 million people working in it and the Australian Retailers Association says while many workers have made heroic efforts through the lockdown – for example in

the food sector – fashion businesses are hurting.

"As stores begin to reopen, we urge Australians to support their local businesses however they can. Go to the shop down the road or buy online," says CEO Paul Zahra.

"Every dollar you spend is a dollar invested in the livelihood of every Australian who designs, creates, packages and delivers the things you need to your door."

And don't forget the little guys – if you want to make a big difference and buy local, support buyfromthebush.com.au, which was created last year to showcase beautiful regional businesses across Australia.

Here are our pick of winter warmers.

LIFESTYLE



Velvet bomber jacket, \$199.95.
witchery.com.au
Aussie fashion chain Witchery has come up with a winter jacket that works with anything.

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