

DOUBLE BAY

PARTNERSHIP

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Double Bay launches a new look online

Sydney's most sophisticated shopping village, Double Bay, has launched a new website and a new image, which adds a touch of Sex and the City style to Sydney's best shopping destination.

The new Double Bay website, www.doublebayonline.com, features specially-commissioned images by Australian illustrator Megan Hess, who has supplied illustrations for US retail legends such as Macys New York, Bergdorf Goodman and Bloomingdales, as well as illustrating the Sex and The City books.

"We're delighted Megan agreed to be involved," said Jo Kelly of the Double Bay Partnership Inc. "She understands the luxury sector, and her chic, sophisticated style is a perfect fit for the Double Bay brand."

The website is a one-stop shop for consumers and businesses, offering a comprehensive overview of the best of Double Bay, organised in categories including Shop, Work, Live and Pamper.

"Double Bay is such a diverse destination, and this is the first time we've had one website that caters to all our various clientele," said Ms Kelly. "We're known as a shopping village, but we're also a business hub and a community centre, and these aspects are reflected in the site."

The website has been organised by the Double Bay Partnership Inc (DBP), a public-private partnership founded late last year to bring a centre management approach to the suburb.

"Double Bay is home to more than 600 businesses employing more than 1,000 people, with a combined annual turnover of up to \$300 million," said Ms Kelly. "By harnessing the power of these individual businesses and property owners, we can make a dramatic difference to the area."

DBP's long term investment in the area includes research to identify trends and gaps in the retail offer, incentives for innovative start-up businesses, and an extensive program of events. Woollahra Council has also invested \$5 million in streetscape upgrades, and will continue to roll out measures to improve the amenity of Double Bay.

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