



Photographer: Telia Nevile



Thread Den

“The spaces are all linked by a vintage fashion theme.”

Entering Melbourne's Thread Den, a glamorous vintage mural by artist Hannah Treacey guides you upstairs towards your own vintage finds, whether you're buying or creating them.

Because, while the space sells local, designer and vintage clothes and accessories, it also offers something that sets it apart in Melbourne's fashion community: a casual drop in sewing lounge.

“The sewing facilities are available for hire per hour with use of any extra equipment and assistance from staff included free of charge,” explains Melissa Kramer, one of four friends who created and run the space in North Melbourne.

The four, (Melissa, Tenille Rohde, Lucas Rohde and Kylie Shepherd) come from a variety of backgrounds, including dressmaking, clothing design, fashion photography, administration, hospitality, costume design, dance, business and information technology

We wanted to combine aspects of the fashion industry into a space for sewing enthusiasts of all skill levels and as a hub for designers and those seeking local designer fashion.”

They currently stock a wealth of local designers including Mintslice Afternoons, Elkha, Shadere, Oh Bluebird, Ishee and Chroni, accessories by Bridbird,

Elissa Moodie, Bonny Lad and Precious Pirate, and textile designer Lara Cameron, “with many more to come in 2008” promises Melissa.

As well as nurturing and supporting other artists, the four friends love to exercise their own creativity.

Whether it's seeing the potential in vintage muu muu's, designing a 1950s style dress for a hen's night, or creating men's fashion, the group is consistently inspired by the beauty and versatility of vintage fashion.

“Of course, the thing we've enjoyed making the most as a group is Thread Den,” says Melissa.

So, what's in store for the popular Den in 2008?

“We'll become a strong presence in the emerging fashion and craft scene through Melbourne Fringe Festival and fashion week events.

“Expansion within the current sewing lounge and clothing store will include designer forums and further retail space filled with new designer stock. We hope to open a second store in 2008 at a location to be revealed at a later date.”

www.threadden.com.au