



**Welcome to
South Melbourne Market**



**Expressions of
Interest (EOI)
Sale of Business**

**Stall 123 –
Cavalli Fashion
& Leather goods**

southmelbournemarket.com.au



About South Melbourne Market

The Quintessential Village Market

With over 5.5 million visitors annually, the South Melbourne Market has, and continues to, set the standard in placemaking and has delivered consistent growth in visitation over the past decade. Since 1867, the Market has been a treasured inner-city landmark and a favourite among locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share, and connect.

Inside our Market, authentic traders display their wares with pride and passion. Quirky and playful characters are found behind the counters, delivering old fashioned customer service with a smile. We embrace and showcase the local, supporting local farmers, artisans, and producers. It is a foodie's paradise where freshness, quality and diversity are paramount and foodstuffs from land and sea are on show. We celebrate a philosophy of real food, encouraging you to cook dishes made from great quality, fresh produce sourced from our family of traders you know, love and trust.

We are home to seriously good coffee, specialty tea and a vibrant restaurant precinct for day and night-time activation. There is also an amazing array of merchandise and services with everything from clothing, homewares and second-hand books to hairdressing and pet food. With a calendar of live music, events and activities, the Market is a happy and experiential place that celebrates the senses. Take a trip to the Market: you never know what you will find, but we guarantee it will be full of surprising moments and experiences!

South Melbourne Market is owned and operated by the City of Port Phillip and advised by a Special Advisory Committee of the Port Phillip Council.

The South Melbourne Market Committee has the responsibility of overseeing the Market on behalf of Council.

Stall 123– Precinct

Situated in a sought-after corner stall facing both Centre Aisle and Aisle G, the location benefits from being in the heart of the Market, close to the Market Information office, York Street entrance, the carpark stairs and carpark lift.

Centre Aisle is the main north/south thoroughfare of the Market, and is known for its hustle and bustle, a mix of general merchandise and fruit stalls such as **Frank's Quality Fruit & Veg**, **Emerald Hill Florist**, **In2Homewares**, **Luna & Soul** and **Create TBT Toys & Games**.

This location is one of the most prominent general merchandise stall locations within the market, occupying a key corner site on Centre Aisle, on the corner of Aisle G. Centre Aisle acts as a major thoroughfare for customers from Coventry Street and York Street entrances

Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- Premium location – Positioned on the corner of Centre Aisle and Aisle G, visible from the carpark stairs
- Excellent footfall – total entry into the Market was 5,423,065 for the year 2025, with approx. 978,833 people walking directly past Stall 123 in Centre Aisle
- Approximately 18.05% of total visitation annually pass the tenancy



Licensing, Fees and Stall Details

Business for Sale

Cavalli Clothing is a long standing, quality women's and men's fashion stall with a focus on Australian designed and made products. Step into style with Cavalli – a beautifully curated fashion stall offering a refined collection of contemporary womenswear and accessories. Known for its effortlessly chic aesthetic, quality pieces and 25 years of loyal clientele who value elegance with ease, Cavalli presents a rare opportunity to take over a well-located business with a strong brand presence.

The Market is seeking **expressions of interest (EOI)** for a new and exciting business owner for Cavalli Clothing, a woman's and men's fashion and accessories stall located in Centre Aisle on the corner of Aisle G.

Sale includes:

- Large double fronted, prominently positioned stall in a premium location
- Products/ stock, supplier contacts and supply chain (sustainable and environmental credentials)
- Shop fit out and fixtures and all display cabinets (fixtures & lighting)
- Well-established reputation & good will
- Business name by negotiation (with provision)
- Vendor support and handover
- Website/ Social Media accounts

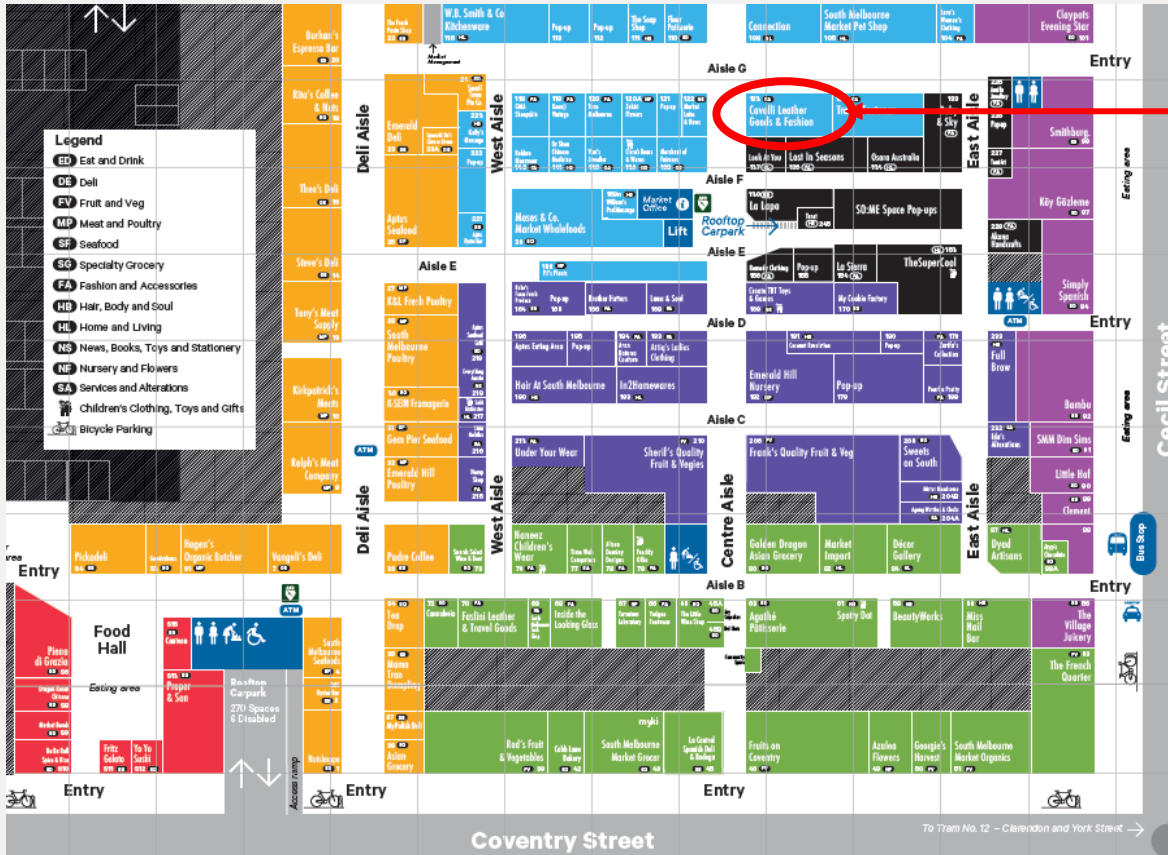
Fees and Stall Details

- **Category & Permitted Use:** General Merchandise – Men's and Women's Clothing and accessories (Non-food or beverage area)
- **Stall location:** Centre Aisle on the corner of Aisle G
- **Licence Term:** 3 year licence
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Fixtures and Fittings:** If a new fit-out will be required, please provide details on what your concept would be for this space including a proposed Stall Fit-out concept and Plan
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities. The licensee will also be required to pay a monthly pest control fee, amount TBA.
- The Licensee is responsible for effecting and keeping a **Public Liability Insurance** policy for at least \$20 million for their stall.
- **Security Deposit:** The security deposit is equal to three months licence fee excluding GST. and will be required to be paid at the commencement of the licence.

Please note:

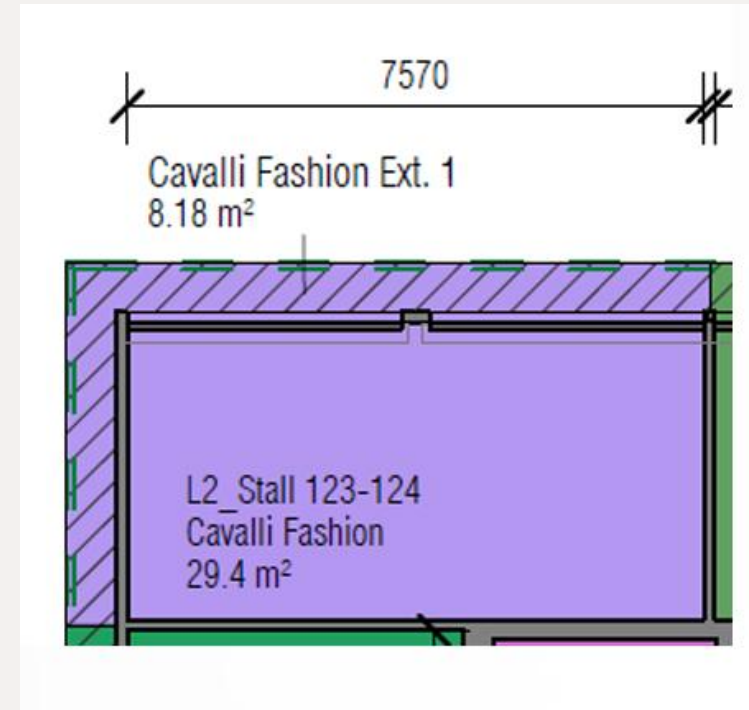
There is a purchase price for this business that will need to be negotiated with the current Licensee's business broker once the Market has provided approval

Stall 123 – Map Location and Floor Plan



STALL 123

Size: Internal: 29.4m²
Aisle display area 8.18m²



Application Requirements

Registering your interest

Interested parties are invited to express their interest by submitting an application, supported by a Business Plan which focuses on the following:

- Strong focus on a viable, commercial operation
- Proposed business strategy
- Experience – details around:
 - background and previous relevant experience,
 - small business experience,
 - small business management and/or ownership
 - understanding of product innovation and trends,
 - future vision
- A passion for sustainability in business, environmental and social sustainability business strategies
- Best practice, creative and innovative business operations
- A desire to join the thriving and unique South Melbourne Market community



Expression of Interest Process

Interested parties are invited to express their interest by submitting an application, supported by a Business Plan which focuses on the following:

1. Applicants to read and understand all documentation.
2. Applicant to contact the current businesses broker to discuss the sale
3. Develop Business Plan: a link to a template is available on the [South Melbourne Market website](#) or you can develop your own addressing the information requested in the template.
4. Fill out and submit the application form online via the Market website before the expression of interest closing date.
5. An evaluation panel comprising of South Melbourne Market Management Team members will evaluate each application based on evaluation criteria.
6. Applicants are shortlisted and interviewed
7. SMM Management & SMM Committee support of applicant(s)
8. Successful applicant(s) advised.
9. Business sale finalised between old and new tenant
10. New licence prepared and delivered.



Get In Touch

South Melbourne Market Management

Licensee/ Business Broker: **Fong (Property Consultant)**

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