



THE  
**GIFT**  
AWARDS 2006  
www.reedgiftfairs.com.au  
The Gift Awards 2006 – Winner

THE  
**GIFT**  
AWARDS 2007  
www.reedgiftfairs.com.au  
Finalist – Retail Stores  
The Award for Best Overall Use of  
Visual Merchandising in a Retail Store

## **MEDIA RELEASE**

Monday 8<sup>th</sup> October 2007  
For immediate release

### **When is a newsagent not a newsagent?**

Not all newsagents are created equal. Award-winning **Melbourne CBD** store **The Source** doesn't look like your local newsagent. Down-lit shelves and urban antiques, show off a large selection of magazines, paper products and gifts, while the New York loft-style feel - polished timber floors and exposed brick walls - make this boutique store something really special.

Founded by Matthew Harris and Scott Druce, **The Source** is located at 217 Queen Street, in the heart of Melbourne's legal district. National and international purchases can be made from The Source Online, [www.thesourceonline.com.au](http://www.thesourceonline.com.au).

With the gift giving season fast approaching, **The Source**, today launches its' new range of gifts, including home wares, Italian soaps, limited edition Moleskine diaries and beach fun packs. See attached document.

Store co-owner, Scott Druce said, "The Source revamps the traditional newsagent into a shopping experience where the most unique and intriguing products are on offer, and beautifully presented alongside magazines and newspapers.

"Most people to visit a newsagent once a week, in fact – some people visit a newsagent every day. Why not make the experience a memorable one?" Scott said.

In the three years since opening, The Source has been awarded two accolades from The Gift Awards, testimony to the success of this newsagent with a twist.

ENDS

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## Notes

### THE SOURCE

Newsagencies are often located in enviable positions in many shopping centres and high streets. However, they generally offer poor visual merchandising and a bland product mix, making them an undesirable place to shop.

With **The Source**, owners Matthew Harris and Scott Druce, have transformed the traditional customer viewpoint of shopping at old-style newsagents, to a modern, and lifestyle-friendly store with great ambience.

**The Source** was a finalist at this year's 2007 Gift Awards and winner at the 2006 awards.

[www.thesourceonline.com.au](http://www.thesourceonline.com.au)

### THE CREATORS

New to the retail industry, Scott Druce and Matthew Harris took over a run down newsagency on Queen Street in 2004, and set about creating a new shopping experience.

Their previous business was a high-end lodge called **The Glass House** in New Zealand, which was ranked as one of the **Conde Naste's hot 50 new hotels in the world for 2004**.



Matthew is from the UK and has previously worked in marketing and textiles. Scott's background is in marketing. They moved to Melbourne in 2004 and love the lifestyle it offers.

### THE GIFT AWARDS

Presented by Reed Gift Fairs, The Gift Awards honours trendsetters and those breaking new ground in Australia's \$20 billion gift industry.

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