

A tree lined street, roadside café and women dressed in their summery finery. I love the dresses, full skirts, nipped in waists and the gentleman's typical white shirt and tie of the era. The sunlight and the trees. This was a quieter time, before the population and construction boon in the 21st century.

But how swanky was the Paris end anyway, and when did they start calling it that? It was indeed in the 1950s that the name took off. Journalist Alan Moyle reported in *The Argus* 9 January 1957:

"Melbourne has shot ahead 50 years almost overnight... There is a new spirit, a new vitality... The two streets which seem to have been developed most in the heart of the city are what somebody referred to the other day as "the Paris end of Collins street" ... That has changed over-night for me, from the sedate walk of doctors and clubmen to something those who know Parisian boulevards hoped would happen to Collins street. It was always half-easy there anyway, with its dappling trees and its sunny quiet. Now the little cafés we said should be there are there, happily lit beneath striped awnings, flanked by those dreaming plane trees in the summer twilight and copper-blue dusk of autumn and the slurred mingled music of Firenze Italian, and the Provencal French, and of the soft Bavarian German tongues gives color and shadow to the careless Australian laughter.. Yes, I AM Lyrical about the "Paris end" And I make no apology for it. There is nothing quite like it in the world, not even in Paris – doctors and espresso café, club-men and bistros."

Amid the buoyance of the Olympic Games in 1956, model Elly Lukas set up her "School of Elegance" and from May her business was located at 163 Collins Street.

At that time, my mother was working and boarding with family friends in a chemist shop, in Wattle Park. Perhaps she was wooed by this missive in *The Argus* to enrol.

"Now is the psychological moment to get your good looks under cultivation at the ELLY LUKAS SCHOOL OF ELEGANCE, 163 Collins Street. Spend 12 weeks with Miss Lukas and her expert instructors improving your posture, weight, figure, make-up, speech, poise and personality. Whether career girl or homemaker, cultivate your blessings whilst winter winds itself out. You'll see tangible results when you walk into sculptured-to-the-figure clothes in Spring. Phone MF3821 today."

How fitting for such a business, also focussed on the fashion of the day to be situated at the Paris End of Collins Street and right next door to the iconic George's building and store. I wonder what Lieutenant-Governor David Collins would have thought of all the fuss that continues to exude from this prestigious street in this Melbourne city we love.

Liz Pidgeon

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