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Heidi boy

what:

If you've been to Switzerland you may know Heidi. Or you may not. But there are two Swiss blokes who, in 2003, decided to create a brand that captured the values of the famous Heidi from the alps. They started selling their urban and street wear over the internet. Now the brand has reached Oz with a collection of T-shirts, shirts, hoodies, jackets, skirts, coats, caps, pants, belts and accessories made with care and originality using only high-grade cotton

cost:

T-shirt, \$49, jacket from \$99

where:

heidi.com at Burleigh Heads, Barcode at Surfers Paradise, or go to www.article22.com.au