

MELBOURNE CENTRAL

# ULTRA VIOLET PARTY FOR SHOP THE CITY

**FRIDAY 18 MAY, 10AM – 10PM**

Pantone said  
Ultra Violet was the  
Colour of the Year,  
so naturally we're  
partying the only  
way we know how.

With over 100 shopping offers,  
and epic pop-up events that are  
made for the 'gram.

There's also heaps of free stuff,  
because... it's free stuff AND  
all the food and drinks you  
just gotta see. Why? Because  
everything we have going on is  
PURPLE.

Basically, it's a 12-hour Ultra  
Violet purple-off that requires  
you to come hungry, ready to  
shop and armed with some  
serious shades.

So, you coming?

**#ULTRAVIOLETPARTY**  
**#SHOPTHECITY**  
**MELBOURNECENTRAL.COM.AU**

# The Ultra Violet Event Line-Up

From free fairy floss to fondue, cocktails and fortune telling, this is one lilac lineup you don't wanna miss.

## **THE TREASURE HUNT**

Yaaaaas, freebies! MC will be filled with amazing gifts, prizes and vouchers waiting to be won - all you have to do is be one of the first 250 people to participate, solve the clues and hunt the prizes.

**Collect your clue sheet from the Guest Services Desk at 10am to join the hunt!**

Plus, one lucky winner will be crowned the all-time Melbourne Central Treasure Hunter (a very prestigious title), and walk away with a \$500 MC Gift Card. Follow [@melbournecentral](#) on Instagram and get across our Story from 10am for valuable clues to lead you to the major prize, hidden somewhere in MC.

**Guest Services, Level 1 Near Sephora Kicks off at 10am**

## **THE ULTRA VIOLET ROOM**

If you didn't Insta it, it didn't happen, so step inside the Ultra Violet Room and have your own selfie party among the purple mirror walls, purple bathtub, purple neon lights and party props in all shades of blue. Jokes - the props are purple too.

**Level 2, near Country Road  
10am - 10pm**

Then, open daily until Sunday 27 May

[VIEW OPENING TIMES](#)

## **LIVE ART: UNWELL BUNNY**

Consider yourself cultured AF? Drop by to watch as a local Melbourne artist creates a violet masterpiece. If you are one of the first 100 people to post an Insta pic at the Ultra Violet Room, you'll get a limited edition makeup bag made from the canvas. Is this what they mean by life imitating art?

**Level 2, near Samsung  
10am - 10pm**

## **MASSAGE + MOCKTAILS WITH KIEHL'S**

Kiehl's are dishing out complimentary Violet Midnight Mocktails AND hand and arm massages feat. their Midnight Recovery range. Don't lie - you know you want a free pamper sesh. Because shopping is hard work, right?

**Ground Level, outside Kiehl's  
Massages available from 10am - 9pm  
Mocktails available from 3pm - 7pm**

## **CASH GRAB BOOTH BY TONY BIANCO**

Take a selfie in-store, follow [@TonyBianco](#), [#TBSshopTheCity](#) for a 1 of 5 chance to win back your purchase.

**Level 1, Near Country Road  
10am - 12pm and 6pm - 9pm**

[VIEW TERMS & CONDITIONS](#)

## **ULTRA VIOLET LIGHT THERAPY WITH DERMALOGICA**

Want that JLo glow? Nothing glows more than UV light, so treat yo'self to some FREE Ultra Violet Light Therapy from the Dermalogica crew. Your skin will be living its best life in no time!

**Level 2, Near Gorman  
12pm - 9pm**

## MELBOURNE CENTRAL

### YOU THINK YOU GOT SKILLS? PROVE IT!

Show us you follow [@melbournecentral](#) on Instagram and you just might get to play the skill tester, and win one of the – quite frankly – awesome purple prizes.

**Level 1, near Sephora**  
**2pm – 10pm, or while the prizes last!**

### VIOLET FAIRY FLOSS

This is not a drill. We repeat, this is not a drill. Fairy floss that's purple and free. Watch it being spun into a fluffy violet cloud of deliciousness, before taking one for yourself and not sharing with anyone.

**Level 2, Near Nike**  
**3pm – 10pm, or while stocks last!**

### ULTRA VIOLET NAKED NEGRONI BAR

Sometimes a regular Negroni just doesn't cut it, you know? Sometimes you just need a purple-coloured Negroni instead. So, our pop-up bar will be serving up Violet Naked Negronis by Melbourne Martini for free (that is not a typo). The lab coat-clad bar staff will turn your Negroni purple right before your very eyes because we're extra like that.

**Level 2, Near Mimco**  
**5pm – 10pm, or while stocks last!**

### ULTRA VIOLET MARSHMALLOW CHOCOLATE FONDUE BAR

Picture it: You are standing at a chocolate fountain where the molten chocolate is purple, dunking in violet marshmallows, and dusting them with edible purple glitter. It is possibly the happiest day of your life. You pinch yourself; this is real life.

**Level 2, Near Nike**  
**5pm – 9pm, or while stocks last!**

### MYSTICAL TAROT

Embrace your inner woo-woo and find out with a mystical Ultra Violet-inspired mini tarot or energy reading with award winning psychic Jacqueline Close Moore.

**Level 2, Near Gorman**  
**5pm – 10pm.**

### PARTY TUNES

A party without tunes is not a party we want to host, so we have you sorted with live DJs decked out in shades of purple, spinning all night long.

**Level 2, at the bar & near Glue Store**  
**12noon – 10pm**

## ULTRA VIOLET MARKET

Only here for the donuts and cupcakes? Take a walk through the pop-up Ultra Violet Market which will have all the purple-hued sweet treats, merch, and more Instagram photo ops than you can poke a purple churro at.

**Level 2, Near Adairs**  
**5pm – 10pm, or until sold out!**

### THE MARKET LINE-UP

Bistro Morgan Donuts  
Cupcake Central  
Grandma Funk  
Northern Sky Crystals  
Short Stop  
Picket

# Shopping Offers

## **3INA**

20% off storewide

## **ADAIRS**

Save 10% off full priced and sale items, plus Mid Year Sale now on

Linen Lovers receive a further 5% off. Excludes gift cards and Linen Lovers membership.

## **ALLY FASHION**

25% off storewide

Offer valid on full price and sale stock. Excludes sunglasses. Not valid with any other discount offer.

## **AQUILA**

Save \$50 for every \$200 spent

Excludes sale items. Not to be used in conjunction with any other offer.

## **ASIAN BEER CAFE**

\$18 Fruit Tingle cocktail jug, usually \$20

## **AUSTRALIAN LASER & SKIN CLINICS**

Laser Hair Removal Specials:

Lip & Chin \$22 was \$29

Underarms \$22 was \$49

Full Face \$42 was \$69

Lower Legs \$79 was \$149

Brazillian & Underarms \$42 was \$69

Full Legs, Brazillian & Underarms

\$149 was \$268

Full back, neck & shoulders \$122 was \$337

See in store for terms and conditions.

## **BARDOT**

20% off full priced items when you sign up to become a member

PLUS Complimentary denim embroidery for all denim purchases on the day

Terms and conditions apply. See in store for details.

## **BARIANO**

20% off storewide

Excludes items marked as clearance.

## **BENJAMIN BARKER**

Take 20% off Benjamin Barker products, including sale

Only applicable on Benjamin Barker products. Exclusions apply.

## **BILLY'S CENTRAL**

Limited edition Ultra Violet hued hot chocolate with a marshmallow, available 10am - 10pm, dine-in or takeaway

## **BONDS**

40% off everything plus receive a gift with your purchase

Exclusions apply. See in store for details.

## **BRAS N THINGS**

Save \$20 when you spend \$100 or more  
\$20 discount applies to the total purchase price of \$100 or more. Full price items only.

## **BÚL**

20% off storewide

## **CALIBRE**

10% off

Not in conjunction with any other offer.

## **CALVIN KLEIN UNDERWEAR**

40% off storewide

Excludes gift cards, watches and fragrance.

## **CARHARTT WIP**

10% off storewide

## **CHATIME**

Free upsize on your tea

One free upsize per transaction only. Excludes promotional items.

## **COLETTE**

Save \$40 when you spend \$100, plus receive a gift when you spend \$20

## **COTTON ON**

30% off full priced items

Excludes Foundation items, gift cards and promotional product.

## **COUNTRY ROAD**

25% off everything

Excluding CR Capsule.

## **CUE**

20% off full price styles

PLUS enjoy sparkling water and chocolates in-store from 6pm to 10pm

Excluding accessories, previous purchases, reduced styles, alterations and the purchase of Gift Cards. Product is subject to limited availability and while styles last.

## MELBOURNE CENTRAL

### **DANGERFIELD**

20% off full priced items  
Discount off RRP. Offer excludes gift cards and laybys.

### **DECJUBA**

20% off full priced items  
Excludes D-LUXE, Leather & THP

### **DERMALOGICA**

Receive 10% off the recommended products prescribed to you post-treatment^ by our Dermalogica Professional Therapists.\*  
^To qualify, your treatment must have been performed on Friday 18 May only. Treatments include: Express Treatments and ProSkin Treatments. Not valid in conjunction with any other offer.  
\*Products must be listed on the post-treatment card.

### **DIAMOND NAILS**

30% off all services  
Cannot be used in conjunction with any other deal or offer.

### **DIESEL BAR**

Happy Hour, 4pm – 7pm & 10pm – midnight  
\$7 Premium Basic Spirits  
\$6 Selected Wines  
\$6 Carlton Brewery Fresh Schooners  
\$7 Tap Beer/Cider Schooners  
\$13 Espresso Martinis & Lt Lon Cocktails

### **EB GAMES**

Extra 20% off preowned games and accessories. Bonus 10% trade in value on games, accessories and hardware.  
Excludes i-devices and hardware. Not to be combined with any other offer.

### **ESPRIT**

Extra 30% off storewide  
Offer applies to full priced and sale items. Excludes other Esprit freestanding stores in Australia and New Zealand, Esprit concessions in Myer and the Esprit online store at, Esprit outlet stores and styles in the Esprit online outlet. Not to be used in conjunction with any other offer or Platinum welcome voucher

### **ESSENTIAL BEAUTY**

\$35 Brazilian wax  
Half price brow tint with brow wax  
10% off all products

### **FACTORIE**

Save \$20 when you spend \$60  
Not valid on sale, foundation items or gift cards.

### **FOOT LOCKER**

20% off storewide  
Excludes Limited Releases. Not to be used in conjunction with any other offer (including The Locker rewards). No holds, transfers or laybys.

### **FOREVER NEW**

20% off storewide  
Discount applied at register. Excludes gift card purchases and shipping costs. Excludes leather jackets. Cannot be used in conjunction with any other discount or promotional offer.

### **FOSSIL**

20% off full priced items  
See in store for terms and conditions.

### **FRANCESCA**

10% off when you buy 1 item  
15% off when you buy 2 items  
30% off when you buy 3 items  
Excludes Noir Diamond Collection.

### **FREDDY**

20% off storewide  
PLUS treats and drinks in store  
Not valid with any other offer or discount. Exclusions apply.

### **FRENCH CONNECTION**

30% off storewide

### **G-STAR RAW**

20% off storewide  
Excludes layby and sale. See in store for details.

### **GENERAL PANTS CO.**

25% off full priced items  
Excludes basics and gift cards.

### **GLAMOURFLAGE**

Up to 50% off storewide  
Excludes Value Pack/Giftsets.

### **GLASSONS**

20% off storewide  
Full priced items only.

### **GLUE STORE**

25% off full price  
Terms, conditions and exclusions apply, see in store for details.

### **GORMAN**

20% off full priced items  
Not applicable to gift vouchers or laybys.

### **GYOZA GYOZA**

Welcome drink for all dine-in customers  
Limited to 1 drink per person, dine in customers only.

### **HAIRHOUSE WAREHOUSE**

20% off Haircare and Electrical  
All piercings \$30  
Free salon treatment with all salon services

## MELBOURNE CENTRAL

### **HUNGRY BEAR PIZZA BAR**

Order any pizza on the menu and receive a free Violet Crumble chocolate bar  
One per customer. While supplies last.

### **JD SPORTS**

Receive a free tote bag with UV ink when you spend \$30 or more  
PLUS DJ in-store from 12pm - 10pm  
See store for details

### **JO MERCER**

25% off Storewide  
Excluding new and existing laybys, Gift Cards and shoe care.

### **JURLIQUE**

Spend and Save  
\$15 off when you spend \$85  
\$25 off when you spend \$120  
\$50 off when you spend \$200

PLUS complimentary lavender herbal tea and lavender hand massages.

Guess the quantity of Love Balms in the jar for your chance to win a facial valued at \$110  
Offer not available for treatments or the purchase of gift cards.

### **JUST JEANS**

30% off full price  
Full price only.

### **KIEHL'S**

15% off storewide  
Not valid with other offer/s.

### **KIKKI.K**

20% off full priced kikki.K Items  
Conditions apply, see in store for details.

### **KING OF KNIVES**

20% off all full priced items  
See in store for terms and conditions.

### **KOOKAI**

20% off full priced merchandise  
Excludes leather apparel.

### **LEVI'S**

Jeans from \$79 and 30% off tops  
Selected styles only. Not available on Tailor Shop services.

### **LOVISA**

30% off storewide  
Selected styles, excluding promotions.

### **MECCA MAXIMA POP**

Spend \$85 or more on Too Faced to receive a Limited Edition Festival Makeup Bag.  
Terms and conditions apply. See in store for details.

### **MELBOURNE CENTRAL LION HOTEL**

\$15 Lunch Specials, 12pm- 3pm  
Parma/Steak Sanga/Beef Burger/Fish n Chips  
Happy Hour, 4pm - 7pm  
All pints the price of pots  
\$5 Basics, \$5 House Wine, \$4.50 Pots &  
\$14 Jugs of Carlton, VB & Great Northern  
PLUS DJ from 9pm plus live band Snack Attack

### **MI PIACI**

20% off your first item, 30% off all additional items  
20% discount applies to one item of equal or highest value only. Discount applies to the marked price. Not valid in conjunction with any other offer or loyalty rewards. No laybys. Excludes purchases of gift cards and care products.

### **MIDAS SHOES**

20% off full priced merchandise  
Only available on full priced merchandise.

### **MILLIGRAM**

Receive 20% off when you post a photo on Instagram of our 'Ultra Violet' display  
Photo must be posted on Instagram and be tagged with @milligramstore to receive the 20% off.  
Discount cannot be used with any other offer or coupon.  
Excludes gift cards.

### **MIMCO**

20% off full priced collection  
Excludes MIMCO Loves, Gift Packs, Limited Edition, EFI, Our Watch and Swarovski Collaborations, Design Project and Sale.

### **MOCHA**

Up to 70% off storewide  
Excludes sale items, layby and the purchase of gift cards.  
Display stock only.

### **MR & MRS JONES**

Save \$10 when you spend \$50  
Save \$30 when you spend \$100  
Save \$50 when you spend \$150  
Valid on full priced items only. Not valid in conjunction with any other offer.

### **MR SIMPLE**

30% off Mr Simple, Herschel Supply Co. and Simple Watch Co.  
PLUS complimentary drinks in store

### **MUJOSH**

Free lens when you purchase a frame  
10-30% off selected sunglasses  
Free tote bag when you spend \$199 or more  
Free watch when you spend \$299 or more

## MELBOURNE CENTRAL

### **NANDO'S**

Free chips with any purchase of \$5 or more from the restaurant

1 free chips per customer. Management reserves the right to refuse this offer at its discretion.

### **NEW BALANCE**

25% off storewide

While stocks last. Excludes already reduced items.

### **NIKE**

20% off Footwear and Apparel

Some exclusions may apply. Only available on full priced merchandise. Not available for purchases of gift vouchers, accessories, equipment, Air Max 270, AF1, Epic React or Odyssey React. Cannot be used in conjunction with any other offer including Nike.com.

### **NIQUE**

25% off storewide

Excluding Leather, Sale & Accessories.

### **NXP**

20% off storewide

Excludes sale items

### **ORIGINAL CHAI CO.**

Buy 1 Chai Tin for \$15 and get a freshly brewed Masala Chai for free.

### **OXFORD**

60% off storewide

Off original prices. Not valid in conjunction with any other offer.

### **PERFECT POTION**

Chakra Balancing Mist & Balm \$42.95, normally \$49.90

PLUS Chakra Balancing Tea Tasting & Mini Rituals.

Offer not to be used in conjunction with any other offer.

### **PETER ALEXANDER**

20% off storewide

Excludes Sale, Glasshouse Fragrances products & Gift Cards.

### **PHOEBE ANGEL**

40% off storewide

Excluding Freebra and accessories.

### **PLATYPUS**

Scratch and win with every purchase

Prizes include: \$100 platypus voucher, \$20 off any purchase over \$100, free pair of socks with purchase and free hat with purchase

All must be redeemed on the day and with no other offer.

### **POLITIX**

20% off storewide

Not to be used in conjunction with any other offer.

### **PUMA**

30% off storewide

Exclusions apply.

### **R.M. WILLIAMS**

Spend \$300 in store and receive a free Crocodile Key Ring, valued at \$56.95

While stocks last.

### **REBEL SPORT**

20% off all Footwear

### **REVIEW**

30% off full priced styles

Not in conjunction with any other offer.

### **RODEO SHOW**

20% off storewide

No returns for change of mind, exchange only.

### **ROLL'D**

Receive a complimentary Roll'd Iced Tea or 600mL Cool Ridge Spring Water with any meal purchase over \$10

While stocks last, at the discretion of management.

### **RUBI SHOES**

30% off storewide

Applies to full priced items only. Excludes Cotton On Foundation products, gift cards and Laybys.

### **SCANLAN & THEODORE**

Extra 20% off already reduced prices storewide

### **SEAFOLLY**

10% off all full priced merchandise, plus free Seafolly beach pillow valued at \$39.95 with all purchases over \$100

While stocks last.

### **SECRET SNEAKER STORE**

Free on-the-spot shoe cleaning service by The Sneaker Laundry from 2pm to 6pm.

Come in, take off your shoes and slip on some Champion Slides, chill on our laid back chairs for 5-10 minutes and get your shoes back clean and ready to wear.

### **SEED HERITAGE**

25% Off full price items

Conditions apply. Please see in store for details.

## MELBOURNE CENTRAL

### **SEPHORA**

Purchase any two Sephora Collection lip products and receive a Sephora Lip Pouch. Not valid with other discounts, Beauty Pass offers and promotions. Not valid on gift cards, services or any other exclusions mentioned in store and/or on [sephora.com.au](http://sephora.com.au). Offered product is not refundable or exchangeable except as required by law.

### **SHEIKE**

15% off full priced items  
Full priced items only, excludes gift cards and is not redeemable against prior purchases.

### **SMIGGLE**

20% off storewide  
See in store for full terms and conditions.

### **SOUL ORIGIN**

Free coffee with any purchase PLUS come in to see the team dressed to impress in all things violet!  
Small size coffee.

### **SPORTSGIRL**

50% off already reduced items

### **STRIKE BOWLING BAR**

\$8 Fruit Tingle Cocktails

### **SUNGLASS HUT**

20% off full priced sunglasses  
Offer valid on selected full priced sunglasses only. Excludes lay-by purchases, Chanel and Maui Jim styles. Offer cannot be exchanged for cash. While stock lasts.

### **SUPRÉ**

Save \$10 when you spend \$30  
Excludes Foundation Product and gift cards.

### **SURF DIVE N SKI**

40% off in-house brands - Billabong, RVCA, Element and many more  
In store only, selected brands.

### **T2**

Spend \$40 and receive a gift cube  
Available on selected teas only.

### **THE BODY SHOP**

15% off full priced stock storewide  
PLUS discover the cruelty-free makeup range, and be treated to a mini makeover showcasing some of the latest autumn/winter trends with a touch of violet!  
T&CS apply. Please see in store for details.

### **TOMMY HILFIGER**

25% off storewide when you sign up to be a VIP  
Offer excludes capsules, gift cards, watches and fragrance.

### **TONY BIANCO**

20% off storewide

### **TRENERY**

25% off storewide  
Conditions apply, see in store for details.

### **TYP0**

30% off storewide  
PLUS a Spinning Wheel! Spend \$30 in store for your chance to spin and win prizes.  
Free cereal samples to celebrate the launch of the new Typo x Kellogg's range.

### **UNABARA LOBSTER & OYSTER BAR**

Welcome drink for all dine-in customers  
Limited to 1 drink per person, dine in customers only.

### **UNIVERSAL STORE**

20% off storewide  
Discount does not apply to the purchases of gift cards and event tickets, Tommy Jeans capsules, or exchange, refund or credit note transactions. Not available online.

### **WINDSOR SMITH**

30% off storewide  
Excludes giftcards and online. See in store for more details.

### **WITCHERY**

20% off storewide  
Exclusions and conditions apply.

### **WITTNER**

20% off full priced items  
PLUS enjoy complimentary champagne in-store, while stocks last.

Terms & Conditions: Melbourne Central's Ultra Violet Party for Shop the City offers are only valid between 10am and 10pm Friday 18 May 2018 unless sold out during this time period or otherwise stated by a retailer. Discounts and other offers are subject to the terms and conditions of the participating retailers and are not to be used in conjunction with any other offers available from the participating retailer (unless otherwise stated). See in store for full details. Offers are only valid at Melbourne Central stores unless otherwise stated by a retailer. Participating retailers reserve the right to change or withdraw the offers and prices shown in this advertisement at any time. GPT has taken due care to verify the information contained in this advertisement. However the discounts or offers appearing in this advertisement have been provided by the respective retailers, and accordingly GPT is not responsible for the accuracy of the information or the availability of items. GPT means GPT Property Management Pty Limited, Level 10, 360 Elizabeth Street, Melbourne VIC 3000.