

# THE AUSTRALIAN Financial Review Magazine

## THE SPORTS MARKET

business takes to  
global playing field

By Damon Kitney  
and John Stensholt

Nicole Hollows at  
the coalface

Best books and  
music of 2008

INSIDE:  
SPECIAL  
JEWELLERY

# Stuck for ideas?

A finder that is not necessarily for keepers.

A useful website for online shopping has been developed by two working mums who had little time to shop for anything beyond the basics. The site [www.hardtfind.com.au](http://www.hardtfind.com.au) is a resource that just made shopping in hard-to-park-in metro areas or remote regional locations a whole lot easier.

Partners in the site will be familiar to readers of the Moving Parts and fashion pages of *The AFR Magazine*; they include Dinosaur Designs, Corban & Blair, Ginger & Smart, Top3 by Design, Mozi, Bison and Ma Maison en Provence.

Customers can browse through more than 50 mini-boutiques for premium products across a number of categories including eat, sleep, relax, indulge, kids and work – with soft furnishings, premium food products, boutique wines, clothing, kids' stuff and accessories. There are even suggestions for various special occasions provided by a stylist.

You can purchase a present anywhere in the country and have it gift-wrapped and shipped free (for some brands) and the service also offers express delivery options.



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