

“Fashion success story Sass & Bide finally arrived on the style map after opening its first flagship store to weekend trade.

The Oxford Street store is certain to be a mecca for devout followers of the brand, which tops the world’s hottest shopping lists.”

Sydney Morning Herald.



- A Antique mirrored wall
- B Changing rooms
- C Detail
- D Jean wall
- E Storefront

Sass and Bide wanted to create a really special and creative space that represented their love of contradiction and beauty.

Working closely with the founders we helped deliver this unique vision into their first store without the aid of a single chandelier!