

“With a very tight deadline and working with a completely new concept, Landini Associates managed to achieve the impossible. The result is a complete experience from the moment you enter the store: a slick, inviting and extremely powerful marketing tool...the success of the Bondi Junction site in the first six months of trade has exceeded the company’s two year goal.”

Kas Charkaoui, Director, The Morffew Group



A Exterior and interior-white, silver and yellow used to powerful effect
B Uncluttered yet functional interior coexists easily with the Morffew work
C Bold graphic identity on Morffew paperbags
D Morffew photos website



Branching out from his Double Bay studio, photographer Mark Morffew appointed Landini Associates for the design and brand positioning of his new flagship store at Westfield Bondi Junction.

As one of Australia’s finest portrait photographers (specialising in child portraiture), it was important that the environment did not compete with the stunning photography on show; instead we created a retail space of gallery-like proportion that also fulfilled the functional requirements of a photographic studio.

The store design fully embraces digital technology offering a stylish and efficient service including: on-site studio based photography, picture browsing and selection opportunities and an extensive selection of frame styles and sizes for the customer to peruse.

The bold fonts, imagery and gloss colours formed the basis of a ‘photographic language’ that was carried through into printed collateral, packaging, in-store online demos, the website and uniforms, creating a tight holistic brand experience.