



Back from the brink

Just a few months after it entered voluntary administration, here's how Tigerlily found its way back to life.

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The luxury brand is adopting a digital-first strategy in 22 new countries. **p2**

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More than meets the eye: Sarah and Sebastian

Luxe yet understated, the Sarah and Sebastian flagship store in Mosman, Sydney looks more like a sleek museum than your average jewellery shop. By Jo-Anne Hui-Miller; Photography by Ross Honeysett

At the Sarah and Sebastian flagship store in Mosman, Sydney, you won't see any of the glitzy displays normally found in jewellery stores.

Instead, the 80sqm space looks more like an intriguing contemporary museum with a sleek, minimalist aesthetic, using materials such as concrete, glass, custom-made mirror, blackened steel, walnut and frosted glass. Lighting is cleverly used to create atmosphere, showcase product and guide customers through the store using shadows.

This is the second bricks-and-mortar store for Sarah and Sebastian, which again collaborated with Landini Design.

"The challenge of traditional retail is what galvanised us to approach our second store with the intention of engaging clients through immersive experiences, tactile installations and intimate communication with our people," said Robert Grynkoferki, managing director at Sarah and Sebastian.

"Our Mosman store is an exciting evolution of the Sarah and Sebastian retail concept which we will continue to refine and develop."

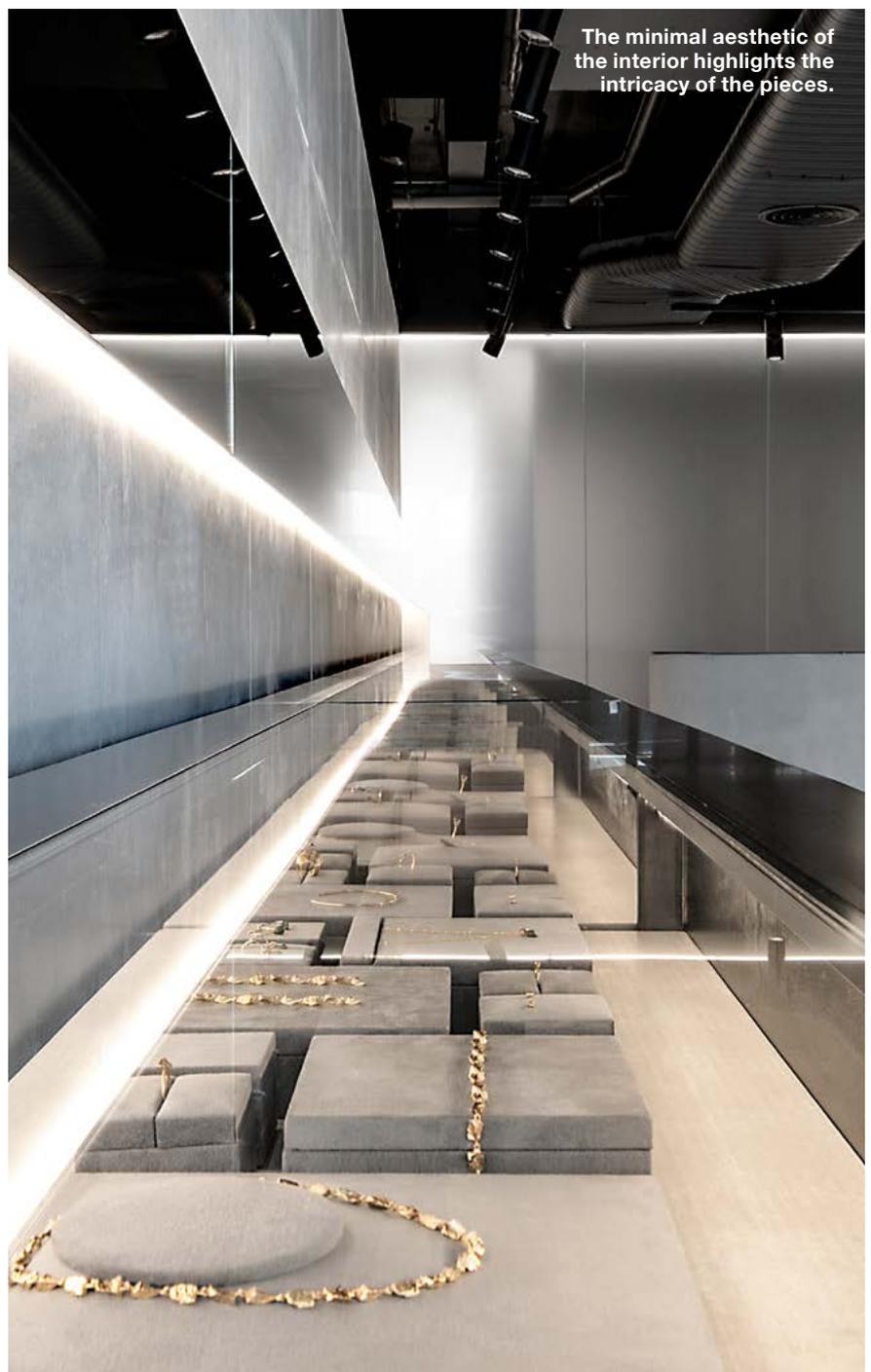
Sarah and Sebastian launched in 2012 by Robert Grynkoferki and Sarah Gittoes and is known for its minimalist, demi-fine jewellery. Each piece is made-to-order and ethically handcrafted in the brand's studio in Alexandria, Sydney.

Along the length of the store is the brand's seasonal and core collections as well as its bridal range. On the opposite side is a reflective glass wall featuring curated product and art installations to share with customers the stories and inspiration behind each collection.

Unique to the Mosman flagship store is a private consultation room for the brand's 'White' engagement range, "a discreet, intimate and relaxed private space revealed through had owed figures visible in frosted glass".

Other key design elements of the store included an integrated workbench of the brand's two in-house jewellers and its raw and simple retail displays.

Last week, the Sarah and Sebastian Mosman flagship store won an Innovation Award for Lighting as part of the Retail Institute of Design's 'Class of 2019'. IRW



The minimal aesthetic of the interior highlights the intricacy of the pieces.



Sarah and Sebastian's second flagship store opened in October last year.

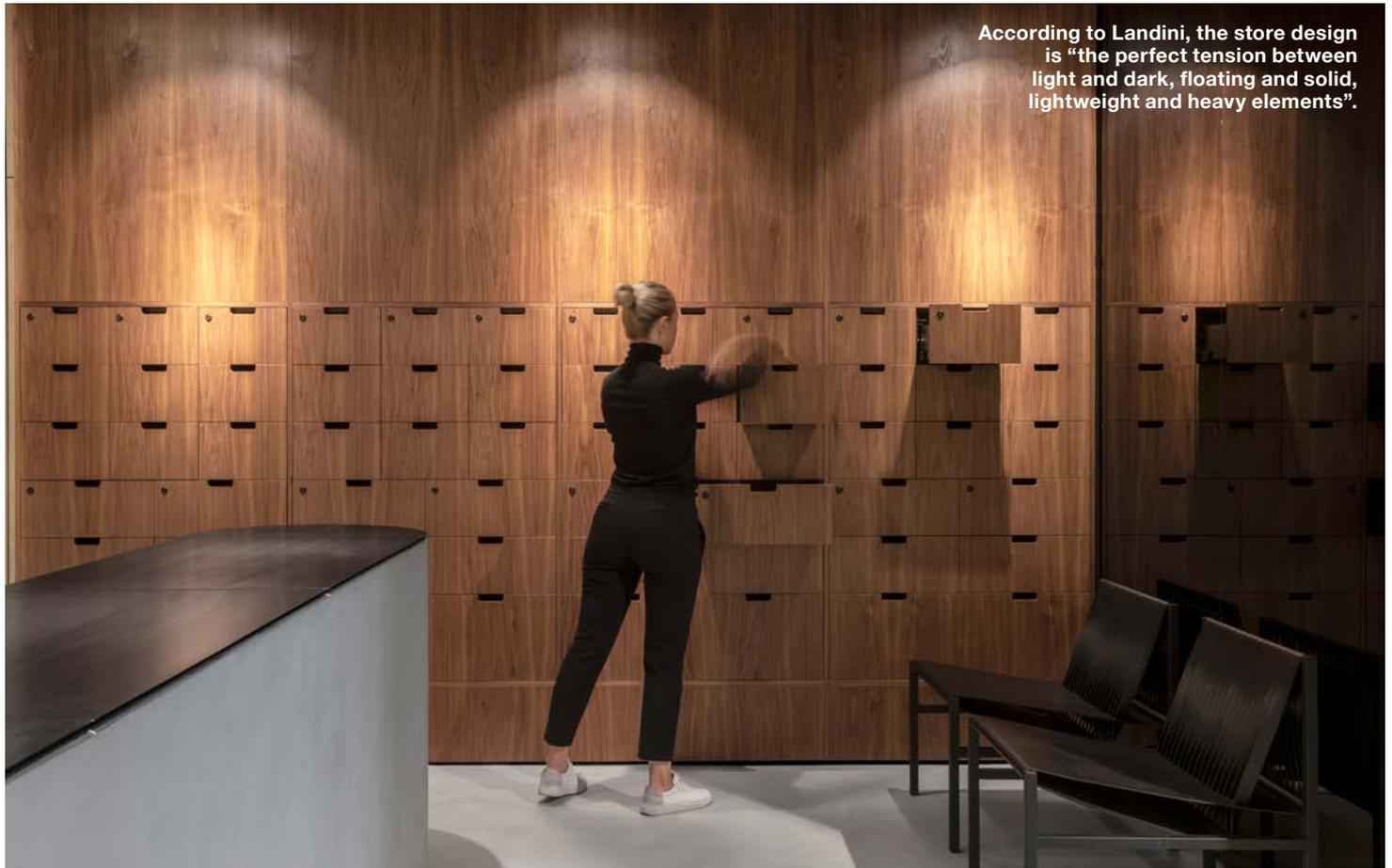


Clever use of lighting creates a museum-like atmosphere.



The private consultation rooms are relaxed and discreet, perfect for couples to discuss wedding rings with the team.

STORE



According to Landini, the store design is “the perfect tension between light and dark, floating and solid, lightweight and heavy elements”.



Unlike mass market jewellery, Sarah and Sebastian pieces are made to order in their Sydney studio.