

# Premier RETAIL



**FEATURE FOCUS:** Portview

 **Portview**  
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# SARAH & SEBASTIAN

AUSTRALIAN JEWELLERY LABEL SARAH & SEBASTIAN HAS OPENED ITS SECOND PERMANENT RETAIL LOCATION. LOCATED IN MOSMAN ON SYDNEY'S NORTH SHORE, THE BRAND ONCE AGAIN TEAMED UP WITH RENOWNED DESIGN AND BRAND CONSULTANCY SPECIALIST LANDINI ASSOCIATES.

**B**uilding on SARAH & SEBASTIAN's Paddington Flagship in New South Wales, which opened in 2017, the brief for this location was to create a space that was intriguing without being intimidating. Landini Associates' scope of works included concept, planning, interior design and exterior signage.

Drawing inspiration from the Paddington store, the design celebrates magic in mystery, discovery, warmth and intimacy. No detail has been overlooked in the expansive 80sqm space. The minimal aesthetic of the interior utilises refined, lightweight fixtures aimed at exhibiting the handmade, intricacy of the product. Key materials used are concrete (walls, floor and joinery), walnut, blackened steel, glass, custom made mirror and glowing 'frosted' glass.

As a design principle, Landini Associates places great emphasis on lighting to

create atmosphere, highlight product and guide customers through store by creating dynamic shadow. The lighting further elevates the minimal, museum feel of the space, which is anchored by a linear display case stretching the store length, showcasing SARAH & SEBASTIAN's seasonal and core collections as well as WHITE; the brand's bridal range. On the opposing side, a reflective glass wall is inset with curated product and art installations, communicating the inspiration behind seasonal collection concepts.

Fundamental and unique to the Mosman store design is the creation of a private consultation room for the brand's WHITE engagement range. A discreet, intimate and relaxed private space, revealed through shadowed figures visible in frosted glass, sets the scene for clients to discover this collection through bespoke consultations.

Through a layering and textural contrast

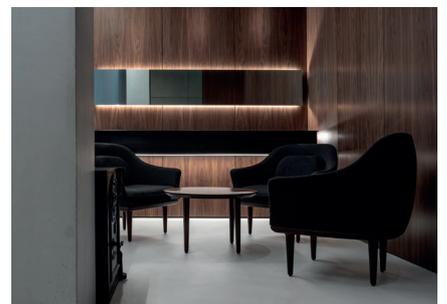


of signature finishes, the new store design explores reflection, translucency and discovery. The resulting interior is the perfect tension between light and dark, floating and solid, lightweight and heavy elements.

Mark Landini, Creative Director, Landini Associates, said: *"It has been a joy to collaborate with Robert and Sarah once again on the design of their second store."*



IMAGES: Ross Honeysett /  
design by Landini Associates



*Our first collaboration was a simple glass box in Paddington, our second an extruded concrete sleeve. Each version a surprise, but both a reflection of SARAH & SEBASTIAN'S core philosophy of beauty, simplicity and timelessness."*

Robert Grynkofer, Managing Director, SARAH & SEBASTIAN, added: *"The challenge of traditional retail is what galvanized us to approach our second*

*store with the intention of engaging clients through immersive experiences, tactile installations and intimate communication with our people. Our Mosman store is an exciting evolution of the SARAH & SEBASTIAN retail concept which we will continue to refine and develop."*

Thanks to its appreciation for handcrafted jewellery, SARAH & SEBASTIAN has built a reputation for producing understated

luxury pieces. Each item is made to order by a highly-skilled team of artisan jewellers based at the company's Sydney studio.

Founded in 1993 Landini Associates is one of the world's most influential design consultancies. ■

To view more projects from the company, please visit

[www.landiniassociates.com](http://www.landiniassociates.com)