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**CLAUDIA
ZINZAN**



BACK TO
BUSINESS

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ARRIVES AT
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Back to Business

Step up your 9 to 5 wardrobe with these chic new season styles, perfect to take you from desk to drinks and everything in between.



-
- 1.** ANNA QUAN AMINA TOP, \$435, AVAILABLE AT FATHER RABBIT SELECT. **2.** GESTUZ ELVANAGZ BLOUSE, \$329, AVAILABLE AT SUPERETTE INTERNATIONAL. **3.** RUBY KENDALL LINEN DRESS, \$289. **4.** ACNE STUDIOS MUSUBI MIDI, \$2,098, AVAILABLE AT WORKSHOP. **5.** MATTEAU CLASSIC POCKET SHIRT, \$450, AVAILABLE AT MUSE. **6.** WITCHERY SOFT UTILITY SHORT, \$139.90. **7.** AJE ENNOBLE JACKET, \$455. **8.** GUGLIELMO ROTTA IZZIE, \$490, AVAILABLE AT SCARPA. **9.** JESSICA MCCORMACK X HAAS BROTHERS SNAKE RING, \$1,850, AVAILABLE AT SIMON JAMES STORE. **10.** JULIETTE HOGAN KARINE SKIRT, \$549. **11.** RUBY FIREBIRD SATIN PANT, \$249.

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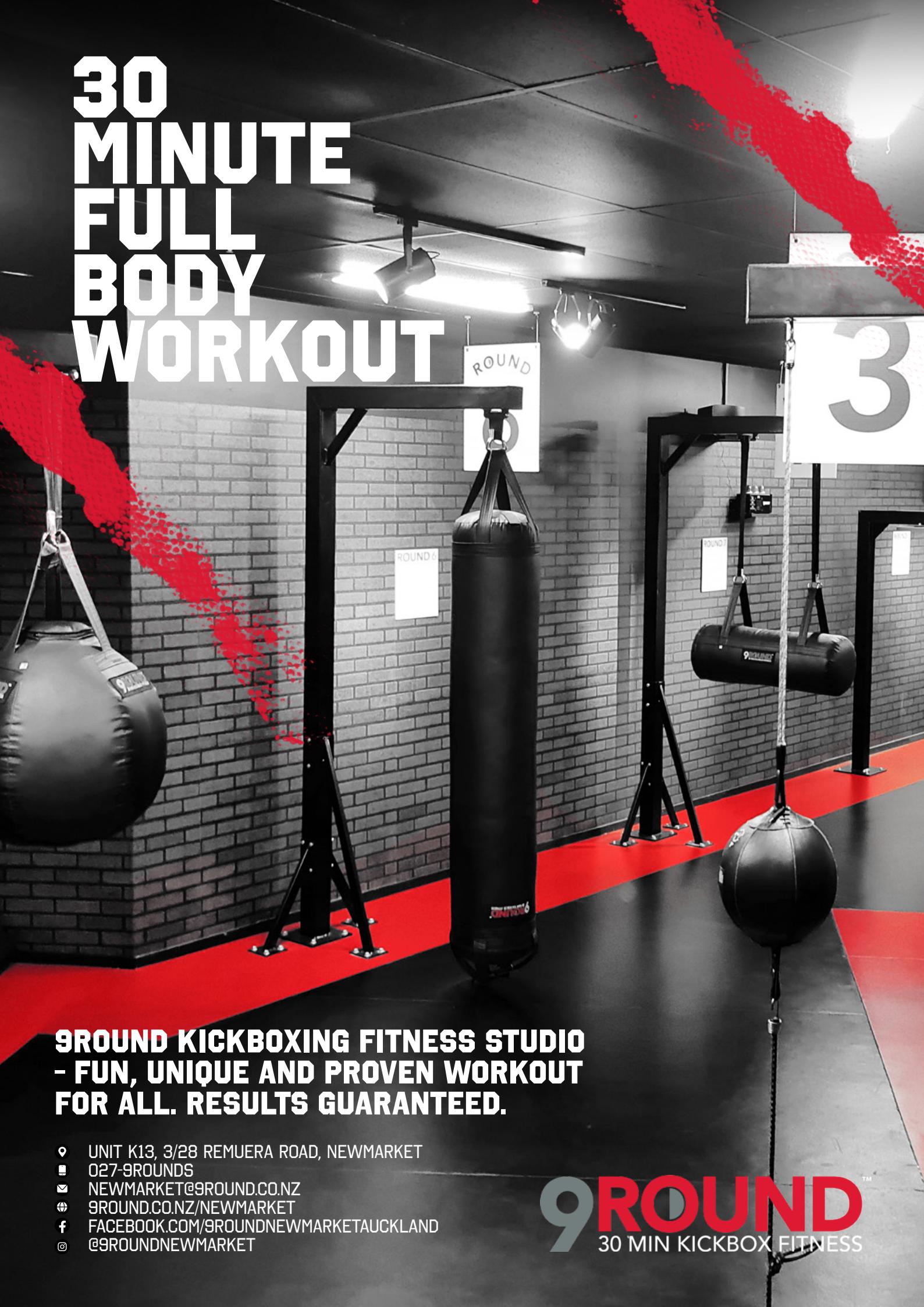
Summer Soirée

Prepare to party on with our edit of warm weather pieces and versatile accessories.



1. LE HAT RENE HAT, \$119, AVAILABLE AT SUPERETTE. **2. MARLE SIMMONDS DRESS**, \$420, AVAILABLE AT AREA 51. **3. SASS & BIDE NEVER SAID GOODBYE MIDI DRESS**, \$490. **4. GANNI SEERSUCKER CHECK BLOUSE**, \$329, AVAILABLE AT WORKSHOP. **5. ANNA QUAN SELMA SKIRT**, \$385, AVAILABLE AT FATHER RABBIT SELECT. **6. LOEFFLER RANDALL PEONY PLEATED KNOT WRAP SANDAL**, \$379, AVAILABLE AT SUPERETTE INTERNATIONAL. **7. CHLOÉ C MINI BAG CROC**, \$2,079, AVAILABLE AT WORKSHOP. **8. MI PIACI SIMARA MULE**, \$260. **9. JAG LUCY PALM PRINT SKIRT**, \$200, AVAILABLE AT DAVID JONES. **10. RE/DONE RIBBED TANK**, \$159, AVAILABLE AT WORKSHOP. **11. AJE SAVOY SKIRT**, \$490. **12. ESSE STRAPLESS TOP**, \$239, AVAILABLE AT SUPERETTE.

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In the Zone

Hit refresh on your activewear wardrobe with these new styles to get started on your fitness goals.



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2. **UNIT NINE BOXING GLOVES**, \$189, AVAILABLE AT PEOPLE LIKE US.
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5. **MAGGIE MARILYN CREW NECK SWEATSHIRT**, \$195 & **TRACK SHORTS**, \$125.
6. **ADIDAS SPORTSWEAR 3-STRIPE SWEAT PANTS**, \$90.
7. **GARMIN FENIX 6S PRO WATCH**, \$879, AVAILABLE AT NOEL LEEMING.
8. **WE ARE FEEL GOOD INC SENSITIVE SUNSCREEN SPF50+**, \$34.99, AVAILABLE AT SHUT THE FRONT DOOR.
9. **NIKE ZOOM PEGASUS 37**, \$200, AVAILABLE AT STIRLING SPORTS.
10. **UNDER ARMOUR CURRY 8**, \$249.99.
11. **NIKE WOMENS ONE 7 INCH SHORT**, \$54.99, AVAILABLE AT REBEL SPORT.
12. **RUBY X JORDAN GRIFFIN SURFBOARD**, \$1,800.



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One Tree Hill – 714 Great South Road, Ph: (09) 582 1111

Albany – Volkner Place (off Bush Road), (09) 414 5484

Hobsonville - 5 Rawiri Place, Ph: (09) 666 0240

*One free trial lesson for new customers.

<https://swimfree.co.nz/go>



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Summer Cool

Send the kids back to school in style with summery prints, lightweight linen and fun accessories.



- 1. COUNTRY ROAD SCRUNCHIE**, \$8.90.
- 2. SWITCH LIV WIDE-BRIM HAT**, \$24.99, AVAILABLE AT FARMERS.
- 3. SEED DAISY SNAP PACK**, \$11.90.
- 4. NOOD BERTIE BEE WALL CLOCK**, \$39.99.
- 5. COUNTRY ROAD VERIFIED AUSTRALIAN COTTON HERITAGE SWEAT**, \$59.90.
- 6. JBL KIDS ON-EAR HEADPHONES**, \$49.99, AVAILABLE AT NOEL LEEMING.
- 7. DIMPLES ELODIE BACKPACK MINI**, \$79.99.
- 8. SEED PUFF PRINT TEE**, \$29.90.
- 9. COUNTRY ROAD DRAWCORD LINEN SHORT**, \$49.90.
- 10. MONBENTO MB GRAM SNACK BOX**, \$39, AVAILABLE AT ALLIUM.
- 11. SEED WOVEN BUCKLE SLIDES**, \$54.90.
- 12. RAZOR A SPECIAL EDITION KICK SCOOTER**, \$99.99, AVAILABLE AT FARMERS.
- 13. SEED LINEN BLEND SHORT**, \$44.90.

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 retreat

The logo consists of a stylized circular emblem on the left, which looks like three interlocking 'c' shapes forming a swirl. To the right of the emblem, the word "retreat" is written in a lowercase, sans-serif font. The 'r' has a vertical stroke that extends downwards, connecting to the 'e' and 't'.



STYLE

Office Oasis

It's all in the details. Fit your office out with sleek furniture and homely additions to create a sanctuary to work in.



1. HALO VERSAILLES BLACK MARBLE BOOK CASE, \$4,495, AVAILABLE AT REPUBLIC HOME. **2.** COCO REPUBLIC VERBIER LEATHER OCCASSIONAL CHAIR, \$3,195. **3.** MATTIAZZI CASSETTA BOX, \$266, AVAILABLE AT SIMON JAMES STORE. **4.** WALLACE COTTON COTTON LOVERS LARGE DIFFUSER, \$59.90. **5.** CITTA VITRA TOOLBOX, \$79.90. **6.** FERM LIVING BOW CANDLE HOLDER, \$299, AVAILABLE AT SUPERETTE. **7.** COCO REPUBLIC ZEPHYR ALABASTER TABLE LAMP, \$1,395. **8.** ANINE BING PURE NOIR CANDLE, \$119, AVAILABLE AT SUPERETTE. **9.** SIMON LEWIS-WARDS K BAR PRINT, \$1,450, AVAILABLE AT THE POI ROOM. **10.** NOOD EXECUTIVE DESK, \$3,999. **11.** FRANK 2021 DAILY PLANNER, \$44.90, AVAILABLE AT SHUT THE FRONT DOOR.

BEAUTY

Hydration Station

Give your skin the boost it needs with these secret hydrating weapons for a fresh, plump finish.

1. SYRENE AQUA HYDRATING

MASQUE, \$120, AVAILABLE AT MECCA.

2. SHISEIDO ESSENTIAL ENERGY

EYE DEFINER, \$77, AVAILABLE AT

FARMERS. **3. EVO THE THERAPIST**

HYDRATING SHAMPOO, \$39.50,

AVAILABLE AT SELECTED HAIR

SALONS. **4. EVO THE THERAPIST**

HYDRATING CONDITIONER, \$39.50,

AVAILABLE AT SELECTED HAIR

SALONS. **5. LA PRAIRIE WHITE**

CAVIAR EXTRAORDINAIRE EYE

CREAM, \$865, AVAILABLE AT SMITH

& CAUGHEY'S, DAVID JONES. **6.**

SISLEY EXPRESS FLOWER GEL

MASK, \$190, AVAILABLE AT DAVID

JONES. **7. ESTÉE LAUDER DAYWEAR**

72H-HYDRATION SORBET CRÈME,

\$102, AVAILABLE AT FARMERS, LIFE

PHARMACY, DAVID JONES, SMITH &

CAUGHEY'S. **8. M.A.C FIX + MAGIC**

RADIANCE, \$45, AVAILABLE AT

FARMERS. **9. GLOW LAB HYDRATING**

FACE MASK, \$3.50, AVAILABLE AT

COUNTDOWN. **10. DERMALOGICA**

CLEAR START COOLING AQUA JELLY,

\$42, AVAILABLE AT FARMERS,

LIFE PHARMACY, DAVID JONES.

11. L' OCCITANE ULTRA-THIRST

QUENCHING GEL MOISTURISER, \$66.

1.



2.



3.



4.



5.



6.



7.



8.



LIP SERVICE

Bring life to your lips with Estée Lauder's Pure Color Envy Illuminating Lip Shine - it provides a high-shine finish and a jellified texture that melts into your lips.

ESTÉE LAUDER PURE COLOR ENVY ILLUMINATING LIP SHINE, \$64, AVAILABLE AT DAVID JONES, SMITH & CAUGHEY'S, FARMERS, LIFE PHARMACY



BEAUTY

Beauty News

The latest beauty products that you need to know about.

RADIANT BASE

This hydrating foundation not only provides medium to full coverage but also works to lift, refine and smooth the skin - perfect for a radiant finish. The glow factor is real thanks to Light Adjusting Technology, a combination of transparent pearls, radiant microcrystals and optical filters which balance and adapt. Add to cart, quick smart. It's a big yes from us.

SHISEIDO SYNCHRO SKIN RADIANT LIFTING FOUNDATION, \$79, AVAILABLE AT FARMERS



STAR OF THE SHOW

The summer season means social calendars are often filled with events, parties and festivals. Wet n Wild's Star Lux Holiday Collection is sure to help take any beauty look to the next level, with glittering highlighter duos, lip glosses and eyeshadows.

WET N WILD STAR LUX HOLIDAY COLLECTION, AVAILABLE AT FARMERS



FIRM AND FIT

While most know the importance of a good daily skincare routine, it shouldn't end at your chin. In an exciting move by the brand, Dermalogica has launched a product developed specifically for one of the most delicate (and often forgotten) areas, the neck and décolleté. Containing Rye Seed Extract, Palmitoyl Tripeptide-42, Rambutan Extract and Flex Lift Contour Technology, this serum works to fade the appearance of fine lines, as well as tightening and firming the neck while strengthening the skin barrier.

DERMALOGICA NECK FIT CONTOUR SERUM, \$159, AVAILABLE AT FARMERS, DAVID JONES, LIFE PHARMACY

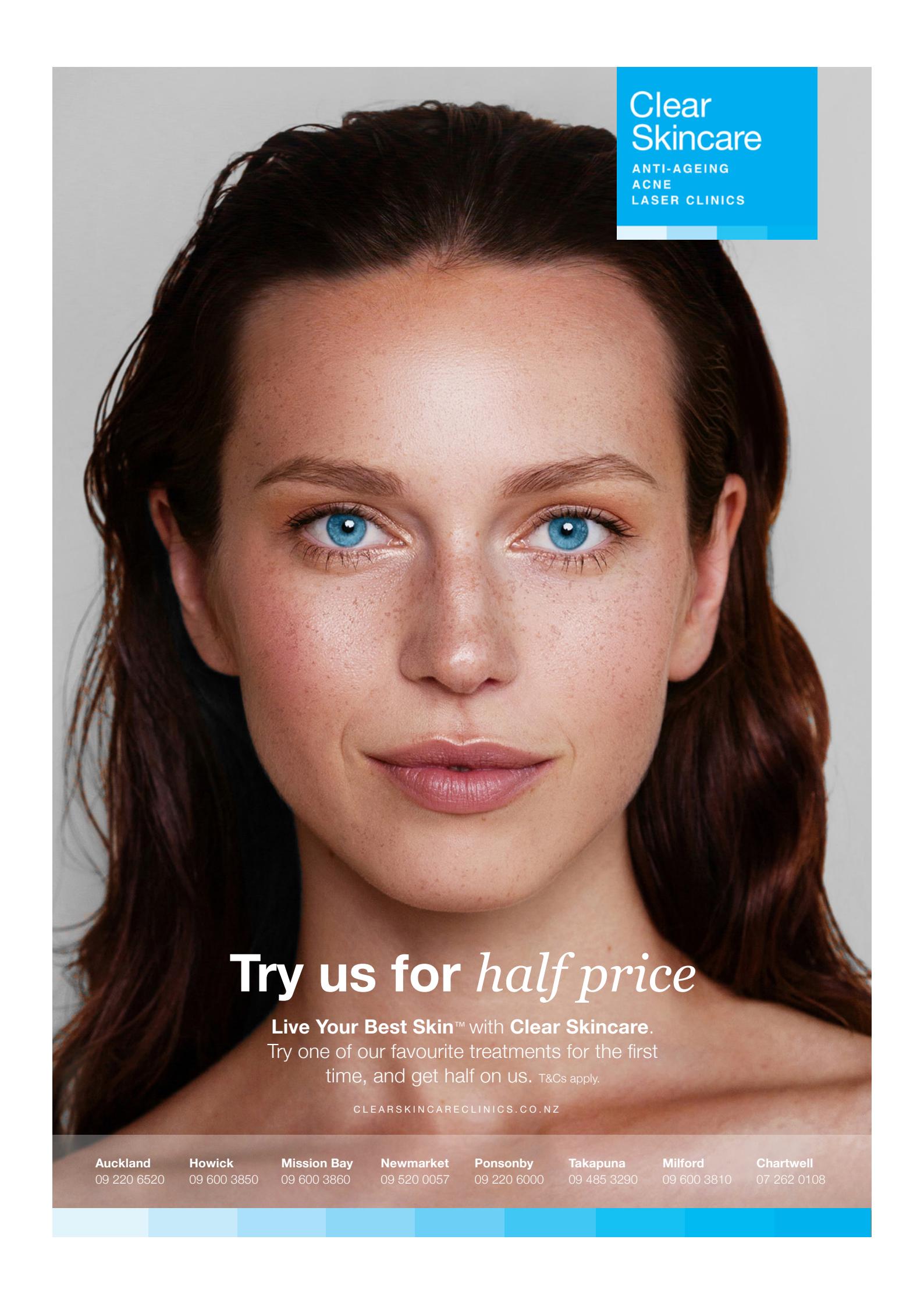


EASY ON THE EYES

A lightweight but longwearing concealer is super important when it comes to disguising dark under-eye circles and spots and we think Clinique's Even Better All-Over Concealer + Eraser might just be the answer. Packed with a combination of Vitamin C (to brighten and reduce skin discolouration), Hyaluronic Acid (to plump and smooth fine lines) and Caffeine (to energise and reduce puffiness), the formula not only conceals but blurs imperfections all over the face.

CLINIQUE EVEN BETTER ALL-OVER CONCEALER + ERASER, \$55, AVAILABLE AT FARMERS, DAVID JONES



A close-up, high-key portrait of a young woman with dark brown hair pulled back, revealing her face. She has bright blue eyes, a gentle smile, and a few freckles on her nose and cheeks. The lighting is soft, highlighting her skin texture.

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The Year Ahead

by *Mark Knoff-Thomas*

Happy New Year! Well, those hoping for an easier transition from 2020 into the new year will have been disappointed - 2021 certainly started off, geo-politically speaking, in a far more surreal way than any of us could have imagined. How things play out in the USA over the coming weeks and months will be very interesting to watch. Plus the wide variances as to how COVID is being dealt with around the world is quite confronting. These are very challenging times indeed.

Deep down in the South Pacific, little old NZ keeps chugging away and we really should make the most of our relative normality for as long as we can. We've had a spectacular summer, COVID and its new strains (at time of writing!) have remained contained at the border, and long may that continue. One thing we all seem to have learnt though is to expect the unexpected. At a local level, Newmarket traded very well through the Christmas period. We had hoped for a good finish to the year, and we got one. Some of our retailers reported their best Christmas sales ever – so thank you for getting out and about and showing your support. It goes some way to help offset some of the hefty challenges our businesses endured during 2020. As a country, as a city and as a neighbourhood - we have much to look forward to in the year ahead.

You will have heard that Mulberry, the first luxury store inside Westfield's ground-floor luxury precinct, opened their doors in December. The fit out is stunning – you can find them on the groundfloor - access off Morrow Street, or from the entry on Mortimer Pass/ Broadway (The Duchess of Cambridge is a huge Mulberry fan). There will be more top-tier brands announced soon, who will be opening throughout 2021. Watch this space. Once complete it will be game-changing in terms of what Newmarket has to offer as NZ's premier retail district.

We're anticipating that Broadway will regain some of the leasing momentum that was lost during lockdowns 1.0 and 2.0 in 2020. Despite all of the challenges – COVID/ lockdowns/ a couple of unrealistic landlords/ supply chain issues for retailers... we have had some new stores open in the past month or two including Le Creuset, AS Colour, Amazon and M+7 (designer children's wear) – they are soon to be joined by Triton World of Hearing (in the ex-Spark/ Strand Bag sites), owned by Sonova, it will be the largest audiology concept store in the world! Also keep an eye out for Daldang who will be opening at 88 Broadway – they specialise in 'Fatcarons' – which are desserts derived from Macarons. But as the name implies, 'Fatcarons' are overloaded with fillings and they taste unbelievably good!

Our developments across Newmarket are still charging ahead: Mansons are busy piling away for their new office block on Carlton Gore Road; the Fiore5 apartment building is underway in Kingdon St; a resource consent application has been submitted for the new development at The Warehouse site; the Ramada Hotel on Gillies Avenue is making amazing progress and will open later this year - and will be a timely resource to help us further promote Newmarket to the domestic tourist market.

However, we are still living in uncertain times, and we never know if the new COVID strains will breach MIQ and get into our communities. With that in mind, please keep up with the COVID check-ins when you are out and about. We don't want summer to stop, or autumn, spring and winter for that matter...

See you here soon,
Mark Knoff-Thomas
CEO, Newmarket Business Association

A Tasteful Curation

Father Rabbit Select is a place where design and minimalist aesthetics come to life in the form of a highly considered collection of everyday essentials, from homewares to apparel. Zara Overton spoke with co-founder Claudia Zinzan to learn more about the concept store and its fashion focused offering.

N. Tell us about your background and what led you to start Father Rabbit.

CLAUDIA. I studied interior design at university which became the foundation of my career direction. Since graduating, I have always had my own business. In my twenties, I started an interior design practice and a boutique t-shirt label but when my son was born, Nick and I decided that we wanted to have our own brand that we could both work on together.

Father Rabbit was a very quiet start - with a little online store operating out of our then, Grey Lynn home.

N. More recently you've expanded your store presence, opening Father Rabbit Select in Newmarket. How does this store differ to Father Rabbit?

C. Father Rabbit Select is our first dedicated fashion and beauty destination. Grounded in the vision to offer the foundations for a functional wardrobe, we choose pieces from a curation of mindful local and international brands that transcend seasons and can be worn for years to come. Like Father Rabbit stores are for your home, you can walk into Select and find the essential pieces for everyday dressing.





N. Have you always been passionate about interiors?

C. Always. I feel pure joy when rearranging or selecting pieces for an interior. If I could do both, I would continue my interior design alongside running Father Rabbit!

N. Where did the name Father Rabbit come from?

C. I've always held the belief that you should make a name easy to remember. I was called Rabbit as a kid with my buck teeth and after a silly night out with friends at restaurant Au Père Lapin in Paris, they started calling me Father Rabbit. So, I thought Father Rabbit's General Store had a memorable ring to it and conjured up the nostalgic feeling we wanted.

N. How would you describe your individual style?

C. Pretty understated. I'm not really a loud dresser. I dress for comfort and really only dress up for special occasions. The reality of my work is that I move from store to warehouse and need to be practical. My go-to is denim jeans, a black tee, blazer, and sneakers.

N. The items found in your stores lend themselves well to everyday simplicity and wearability. Do you subscribe to this 'less is more' approach to life and style?

C. I wear the same thing over and over if I love it. I have found that as I get older, I would prefer to pay for quality and feel safe in the knowledge that it will last beyond a few seasons.

N. You stock a curated selection of designers such as Anna Quan, Elka Collective and Jac + Jack. What processes do you undertake when deciding on which brands to add to your stable? How do you discover them?

C. If I'm honest, I spend a lot of time on social media finding brands. You quickly grasp whether a brand holds the same values of quality, simple and inclusive design through the content they upload. We then view and try on samples, check the quality, fabrics and fit. We truly think about our different customers and what they would like to see at different ages and stages - this feedback comes from our store managers, head office staff and often directly from our customers.

N. The Newmarket store is incredibly light and calming, how did you decide on your Newmarket space?

C. I'm a big fan of the Osborne Lane group of stores. Being situated

next to complementing neighbours, especially a successful cafe, is one of the key reasons that customers will choose to shop with you.

They feel like they can tick a lot of boxes in the one area. I have adored the space for years, first and foremost for the natural light that streams through the two large display windows. The space also had beautiful original features, so we didn't need to make large or structural changes.

I have chosen a natural palette of bone-coloured whites and beige, french greys and dusky pale eggshell blues, plus a central counter in a gorgeous dark seaweed green. All of the beautiful colours are from Aalto Colour.

N. *Launching a new store in the time of COVID must have been challenging. How did you manage through this?*

c. It seemed super risky at the time but I always trust my gut, and it felt right. We were confident knowing that wardrobe had been our biggest category at Father Rabbit and we needed a space that was dedicated to showcasing the category alongside beauty. Luckily, we had a really supportive landlord and time would soon show that Kiwis would be looking to support local, more than ever.

N. *Favourite piece instore at the moment?*

c. The Claude Blazer from Worn Store and the Amalia Dress from Anna Quan. Both classic, elegant, and easy wearing, just perfect!

N. *What has been your best fashion investment?*

c. My Jac + Jack cashmere jumper. Cashmere is a fabric that makes you feel warm, cosy, and good all year long. This makes it worth every dollar and more!

N. *And your worst?*

c. My worst is generally when I haven't tried something on and choose from a catalogue. I don't have a "sample size" body and I often get caught out.

N. *What is one lesson your business has taught you about life?*

c. That it's okay to be in beta mode. Being in beta mode means you're focusing on progress not perfection. Focusing on perfection means you'll perpetually be disappointed rather than living in the moment and enjoying the present.



- N.** What advice would you give someone who was looking at decorating a room in their home?
- C.** If you're unsure, hire someone to help with the big decisions - as the big ones aren't easily undone.

It can be a really daunting task if you don't have a clear vision so if you're undertaking a room decoration yourself, ensure to create moodboards. Place every colour and object you want in the room onto it. You'll quickly see where things don't work or fit.

- N.** Has your customer base changed since Father Rabbit's inception?

C. We have kept our original customers and as the brand expanded with Father Rabbit Select, our Newmarket store, we have a wider customer base more interested in fashion than interiors.

- N.** Favourite podcasts?

C. I'm a huge fan of The Detail on Radio New Zealand. It's impactful, relevant and offers a wider view on some of the bigger stories affecting the country.

- N.** Where would we find you on a typical Sunday morning?

C. Scrolling through TikTok.

- N.** The rise of social media channels like Instagram and Pinterest has given individuals a platform which they are able to look to for inspiration and as an outlet for creativity. What impact has social media had on Father Rabbit?

C. We've always valued and embraced the power of social media, as it's been crucial for the growth of Father Rabbit. For us, we use it to connect with our audience and showcase new collections. We love hearing from customers and seeing how they've incorporated the Father Rabbit aesthetic into their homes and wardrobes.

- N.** What does 2021 hold for the brand?

C. We will give the interior design and branding for the stores a bit of a refresh. And there will be new brands and new ranges to showcase. If allowed, we will be heading to Australia for viewings.

And we will keep delivering on our promise of curated, well-designed and thoughtful items for your home and wardrobe, that you will love for many years to come.

- N.** Where do you look to for inspiration?

C. Art and graphic design is where I find inspiration for colour and trends. I keep an eye on street fashion in the big cities as this is where you will see people in their 'go-to' outfits that they wear most days. I also look to our designers that are so clever at their craft.



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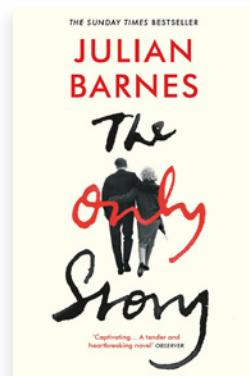
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*Recommended Retail Price for the MINI Cooper S Clubman, including GST, excluding on-road and delivery costs. New MINI's come with MINI's 3 Year Scheduled Servicing Warranty Plan and Roadside Assistance.

Book Club

A curated collection of what we're reading and what's on our list.



**A PROMISED LAND BY
BARACK OBAMA**
\$48, AVAILABLE AT THE
WAREHOUSE

A Promised Land is a memoir by former US President Barack Obama, part of a two volume series which recounts his early life, his initial political campaigns and his trajectory as arguably the most known public figure in the world. Taking on a more political than personal tone, Obama reveals some of the inner workings of an intellectual and writes on the American democracy at the brink of crisis.

AUĒ BY BECKY MANAWATU
\$34.99, AVAILABLE AT
WHITCOULLS

This beautifully written New Zealand fiction novel unpacks some of the sad realities of domestic violence, addiction, gangs and orphaned children. Told from the perspective of two brothers who are orphaned after the death of their parents, we see the stories of two children trying to make sense of the adult world.

ALL OUR SHIMMERING SKIES BY TRENTH DALTON
\$29.99, AVAILABLE AT
WHITCOULLS

Molly Hook, a young motherless girl sets out to find the man who set a curse on her family. Set in Darwin during WW2 amidst the Japanese bombings, Molly finds herself with two unlikely travel companions on her quest to revoke the curse. A light-hearted and magical novel with wit and wonder from the bestselling author of Boy Swallows Universe.

**THE ONLY STORY BY
JULIAN BARNES**
\$24, AVAILABLE AT
KAREN WALKER

Profoundly written in a way which will pull at your heart strings, this novel asks a deep philosophical question “would you rather love the more and suffer the more, or love the less and suffer the less”? The Only Story follows nineteen-year-old Paul, who as he grows older, the demands placed on him by love become far greater than he could ever imagine.

**HOMEMADE BY
ELEANOR OZICH**
\$44.90, AVAILABLE AT
FLO & FRANKIE

Some might say that we've spent more time at home in the past year than ever before, so the art of homemade essentials has taken on a whole new meaning. Eleanor Ozich's latest book shares recipes for these easy to make essentials including bread, hummus, cheese and more, alongside household items like food wraps, air fresheners and cleaners.

Bodrum Market's Evil Eye Cocktail

Switch up your happy hour with Bodrum's take on a Sapphire Martini, transporting you to the shores of the Mediterranean.



INGREDIENTS

45ml gin
15ml blue curacao
30ml lemon juice
15 ml sugar
 Ice cubes

1.

Chill the gin well before use in the freezer.

2.

Add all ingredients to a cocktail shaker, shaking thoroughly for 10-20 seconds.

3.

Pour the cocktail into a chilled glass through a strainer, discarding the ice cubes.

4.

Top with a coffee bean and a drop of blue from the shaker.



BETTY DOES IT BEST

Westfield's rooftop has welcomed Baha Betty, a Mexican and Californian inspired kitchen and bar, to their impressive repertoire of eateries and we are hearing nothing but fantastic reviews! Loaded nachos, chunky kumara fries and fried chicken waffles are just some of the mouthwatering menu choices, need we say more?

FOOD

The Gastronomer

Delight your tastebuds with the latest in food and drink.



IN THE KNOW

Park up in Osborne Lane with Best Ugly's Free Coffee Tuesday's. Take your pick from any bagel on the menu and they'll throw in a coffee on the house, every Tuesday.



OUR PICK

Nonna's Sweet Potato Gnocchi is a must try for all lovers of Italian food. Fluffy pillows of gnocchi doused in a soulful creamy sage and ricotta sauce and for under \$20, it's a hard dish to beat!



SAILING SIDEKICK

We can think of no better way to spend the day than watching the America's Cup action with a beer in hand, and it just got a whole lot better thanks to Steinlager, who have launched a limited-edition Red Can in support of the sailing season.



ALTOGETHER READY FOR A FRESH START

Your local Bayleys team wishes
you a happy 2021



Revitalised for the new year

With New Zealand in an excellent position to benefit from renewed confidence, this bright new year will see greater economic certainty and more optimism offering Kiwis the chance to make rewarding decisions with add-value support from Bayleys.

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Johanna Leighton



Jude Finch



Julie Quinton



Larissa Tsapko



Libby Greenwood



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Natasha Robinson



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Robert Ashton



Sarah Liu



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Vicki Wallace



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Warren Fenning



Wei Wei Elder



Will Green

If 2021 is your year to make a move, contact us for our specialist knowledge on local property values and for what is happening in your neighbourhood. **Contact your local office for more information.**

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Residential / Commercial / Rural / Property Services

A Day in the Life of Fix & Fogg's Founder and CEO Roman Jewell



6:30AM

It's always a whirlwind in the morning getting kids ready for school before the craziness of my workday begins, but also a great excuse to eat cereal for breakfast. Or if I have time, a slice of sourdough, our Smoke and Fire peanut butter and pickles from McClures.

8:30AM

I arrive to our office on my bike. Everything is already buzzing once I get there as we have production staff starting from 6am onwards, and my immediate first stop is coffee. Always coffee!

9AM

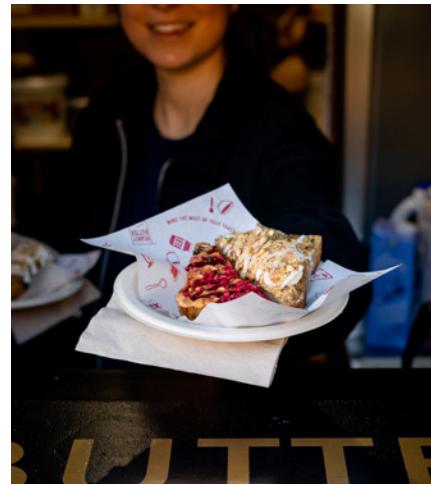
I clear my emails. Usually a lot will have come through overnight with the time difference in the US but I'm a stickler on keeping my inbox below 10.

10:30AM – 12PM

My day consists of a lot of meetings. This can range from Zoom calls with our agents in the US, to walks around the block with Thom our COO. At F&F, no day is the same, and we are always hustling. I love it.

12PM

Some days I'll nip off to tennis to get in some exercise and to break up the day, or I'll grab some lunch on the go.



2PM

I try to keep my afternoons clear so I can hustle out any urgent work or have a brainstorming session with our marketing team. At the moment we're cracking into the US market which is a huge milestone for us.



5PM

I'll head home to meet my wife Andrea and the kids. Andrea pulls dinner together while I keep the kids out of mischief. We get them all fed, bathed and in bed and then enjoy our own dinner later on.

8:30PM

We get into bed and both read for an hour or so. These days I'm drawn more to biographies and non-fiction as there's just so much to learn - I'm reading Factfulness by Hans Rosling at the moment.

10PM

Lights out and dream sweetly of peanut butter!

FIX & FOGG
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AN EVER-LASTING SUMMER

RUBY's latest collection, Motion, encapsulates the feeling of a never-ending summer, where days turn into nights at the beach. Free-spirited prints, linen dresses and breathable knits are among the collection, all made with the intention of being unequivocally lived in to see the rest of summer out.



The Spotlight

From openings, events, new collections and more, here's what's on our spotlight in Newmarket.

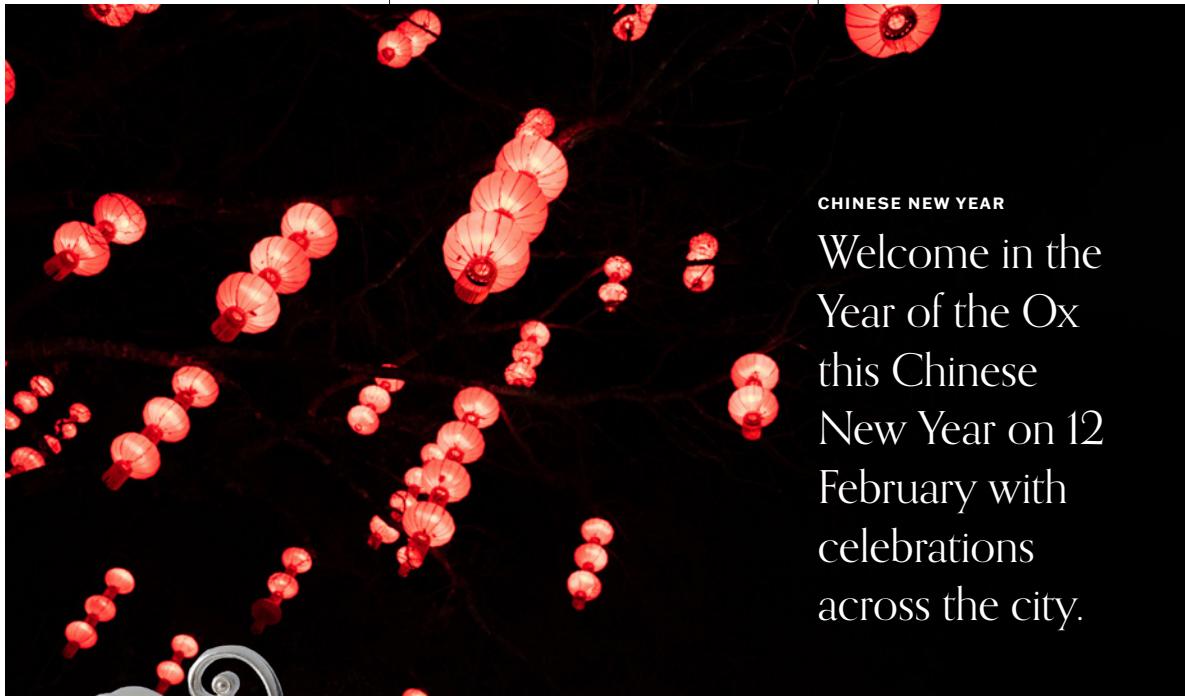
MAKE IT SPARKLE

The SodaStream Spirit just got a makeover, launching three limited-edition colourways that are a stylish addition to any kitchen. Take your pick from Boho Peach, Urban Grey or Country Green. These beautiful new machines are slim, and oh so chic. Available at Farmers and Noel Leeming.



CHINESE NEW YEAR

Welcome in the Year of the Ox this Chinese New Year on 12 February with celebrations across the city.



THE CUP JEWEL

As official jeweller to the Royal New Zealand Yacht Squadron and to commemorate the 2021 America's Cup, Greg Holland Fine Jewellery has designed a range of America's Cup signature pieces including an America's Cup miniature, cufflinks, pendants, charm bracelets and tie pins.



ROYAL SPEC

The quintessential British luxury brand Mulberry, has opened the doors to its first New Zealand store in Westfield Newmarket. Worn by the Duchess of Cambridge, you too can dress like a royal with the opportunity to shop from Mulberry's range of leather handbags, accessories and apparel.



PROFILE

Emma Lewisham

The Kiwi skincare entrepreneur making waves.

NEWMARKET. *Can you tell us how Emma Lewisham began?*

EMMA LEWISHAM. Emma Lewisham is a skincare brand that was founded with a single purpose: to make a meaningful difference in the beauty industry. For me, achieving this means setting a new standard in skincare: proving that circular-designed, luxurious, high performing skincare doesn't have to come at a trade-off to women's health or the planet's.

The seeds of Emma Lewisham were sown when I learned a product I had been applying for a personal skin issue (hyperpigmentation) contained a known carcinogen. Further research into this product led me to uncover how unregulated the beauty industry is in New Zealand and Australia and

that the last major changes were close to 100 years ago, despite credible research proving the impacts skincare can have on our health.

I learned that some of the ingredients in skincare include tyre lubricants and simethicone. They are not ingredients that deliver benefits to our skin. They're used to prolong the product's lifespan or increase texture. Even in sunscreen products, many chemical screens such as oxybenzone or avobenzone that protect us from the sun, actually also have negative health effects such as hormone disruption (not to mention the impact on the environment, such as coral bleaching). So there is a massive trade-off here.

I went looking to replace my skincare with truly natural and safe alternatives, with efficacious and evidence-backed results – only to find this didn't exist. I was used to investing in high-performance, premium cremes and serums. Suddenly I found myself at organic health shops trying to find a natural equivalent, and I had the realisation that these products were not going to deliver the results I was used to. It became clear to me that natural, non-harmful ingredients came at a compromise to efficacy and evidenced-based results. This was a compromise we were forced to make.

N. *Consumers have become far more aware and invested in transparency, practices and ingredients in beauty products. For those who don't know what it means, how do you define clean beauty?*

E. Clean, for us, is quite rigorous: it means a product that is ethically made without any ingredients linked to harmful health effects, whether that's hormone disruption, cancer, or plain-old skin irritation. To name just a few: parabens, phthalates, phenoxyethanol (used in natural skincare as a preservative) PEGs, ethanolamine, chemical sunscreens, synthetic fragrance, and BHT are all excluded from Emma Lewisham formulations. Our definition of clean is aligned with the Environmental Working Group (EWG), who are a leading authority on skincare and personal care ingredients. We eliminate 1400 suspicious and potentially harmful ingredients for human health. All of our ingredients have "low hazard" ratings on the EWG's Skin Deep Database.

The process of finding ingredients is substantial. We work with NZ ingredient importers as well as directly with international farms and

QUICK FIRE QUESTIONS

N. What are you reading at the moment?

E. The Heart's Invisible Furies by John Boyne.

N. Favourite place to grab a coffee in Newmarket?

E. L'affare!

N. Congratulations on recently being stocked in David Jones Newmarket (and in David Jones Australia). It's a pretty incredible milestone for the brand. How do relationships with big names such as these come about?

E. Thank you! We are the quickest brand after launch to find ourselves in David Jones, which has been really exciting. These partnerships often come about quite organically, someone has recommended us, or someone in the business has tried out our products personally and liked the ethos behind our skincare.

source ingredients from 22 countries. When selecting ingredients for our formulas, we don't just select them for their wealth of skin benefits, but based on a strict criteria that we use to review every ingredient that is in our products.

These are: 1) animal welfare – we do not test on animals and also ensure that none of the ingredients we source have been tested on animals, so we are honest in our statement of having no animal testing whatsoever 2) environmental management – preservation and promotion of biodiversity 3) organically certified (no chemical use) 4) responsible water use 5) working conditions – certifications that give us certainty our supply chain is ethical and 6) waste management.

If we cannot get certainty on these points, we will not use the ingredient in our product, even if it is the most luxurious and high performing ingredient.

N. Your efforts towards sustainability and putting people and planet at the heart of the brand is inspiring. Taking this a step further, you have launched Beauty Circle, which encourages the recycling of beauty products. Can you tell us more about this sustainable initiative?

E. Once we'd cracked being able to offer our customers truly clean,

natural and effective products, we were faced with the issue of how flawed the beauty industry's packaging problem is. Currently, the global cosmetic industry produces 120 billion units of packaging every year, and few are accepted by kerbside recycling programmes.

Many of the design elements that enable beauty products to be so useable and marketable, such as push pumps and coloured plastics, make them difficult to recycle. Subsequently, only 9% of plastics produced are recycled and 12% are burned into our atmosphere. All remaining plastic waste ends up in landfill or scattered through the environment. Many products that line bathroom shelves are made from plastic and just because it states on the packaging it's recyclable, doesn't mean it will be recycled. There's a distinction that needs to be made between something that's practically recyclable and technically recyclable.

Complex, branded packaging is harder to collect, separate and as a result, recycle. It's more economically viable to simply send branded packaging to landfill, than to put forward the resources to recover it. This was something that really surprised me. Many of us, including myself, dutifully put our plastic pumps and frosted glass in the recycling, not realising that it ends up in landfill.

At Emma Lewisham, we subscribe to the belief that brands are no longer in the business of simply "selling products", they are stewards of their products for their full lifecycles. This means accountability for the ingredients and materials within the supply chain right through to end-of-life management.

This is why we've partnered with TerraCycle® to launch New

Zealand's first sustainable beauty initiative for all brands of facial skincare products, called the Emma Lewisham Beauty Circle. It's a free, incentive-based recycling programme to ensure beauty products are kept in circularity. It offers returns, rewards and recycling for not only our own facial products' packaging, but for all brands. People simply hold onto a minimum of 4 products at a time, return these for recycling via Terracycle, and they'll receive a \$15 Emma Lewisham voucher for their efforts and recognition of the value of this material. The recycled packaging is turned into items of use, such as new product packaging or items for local playgrounds.

Our goal is to be a 100% circular, regenerative brand. Besides recycling, we also offer refills as part of our Emma Lewisham Beauty Circle. This has a quantifiable impact over producing new product packaging – with 70% less CO2 emissions, 60% less energy, and 45% less water used (based on research by the LCA Centre).

N. Talk us through your morning beauty routine?

E. I always cleanse first with my Illuminating Oil Cleanser, which draws out toxins and pollutants, it prevents these from lingering on the skin and degrading collagen and elastin. I then use a couple of drops of my Supernatural Triple Vitamin A+ Face Oil, and layer my Skin Reset Serum. Both of these products are great for hydrating and brightening the skin, and are general anti-ageing products. Finally, I use my Skin Shield Daily Face Moisturiser with SPF 30 on top of this. The sun's UV rays are responsible for 80% of skin ageing, so I make sure I apply this every day.

N. The rise of women in business is pretty special to see, particularly in New Zealand. What advice do you have for aspiring entrepreneurs?

E. You need to really advocate for yourself and if you believe in something, stand by your belief and don't accept compromises. It is so easy, particularly in the early days, for others to discourage your ideas and it does take real tenacity to see your vision come to life. We were told repeatedly that what we were trying to create in our products and in our mission for a circular, regenerative beauty brand was impossible, but we proved this wrong over and over again.



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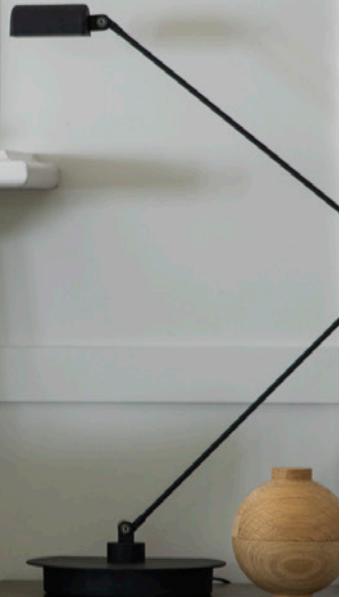
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