

NEW MARKET.

LUXURY
has landed
at *Westfield
Newmarket*



+
GIFT
GIVING
SEASON
IDEAS



the poi room

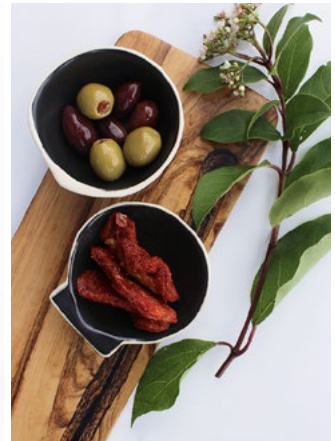
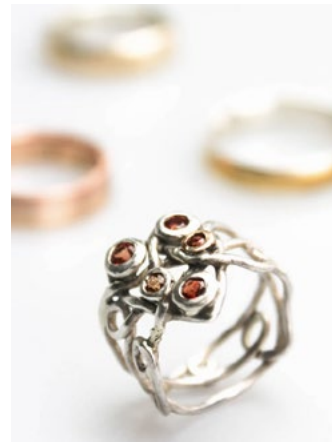


Table of Contents



PUBLISHER / EDITOR

ZARA OVERTON

COMMERCIAL MANAGER

KELLY O'SHANNESSEY

GRAPHIC DESIGNER

IMOGEN TEMM

FOR ALL ADVERTISING QUERIES,

CONTACT KELLY

09 529 1460

KELLY@NEWMARKET.CO.NZ

FOR ALL EDITORIAL QUERIES,

PLEASE CONTACT ZARA

ZARA@NEWMARKET.CO.NZ

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STYLE

05 Beachside

07 How to Style the Party Dress

09 Lovely in Linen

11 Tropical Treasure

12 Summer Soirée

BEAUTY

14 Colour Pop

15 Beauty News

OPINION BY MARK KNOFF-THOMAS

17 2021 - That's a Wrap

COVER STORY

18 Modern Luxury

GIFT GUIDE

25 For the Kids

27 For the Art Lover

29 For the Adventure Seeker

31 For the Hard to Buy For

33 For the Foodie

35 Christmas Colouring Competition

FEATURES

37 How to Style a Bedroom in Summer

38 Juliette Hogan: Season of Change

42 A Day in the Life of Kate Sylvester's Leo Dashper

44 Meet me on Morrow Street

46 Nature Baby: A Conscious Community

FOOD + DRINK

49 The Gastronomer

50 Bowl & Arrow's Cocoa Crunch Smoothie Bowl

52 The Spotlight

BUSINESS

54 Want to See Change? First You Must Engage



A photograph of a woman's legs from the knees down, wearing bright orange high-heeled shoes with a quilted texture. She is holding a matching orange handbag with a silver clasp. The background is a solid light orange color.

Nicole Rebstock

NEW ZEALAND

Summer 21

@nicole.rebstock | www.nicolerebstock.com

NEWMARKET 22 Osborne Street | **COMMERCIAL BAY** 7 Queen Street

STYLE

Beachside

Understated style is the way to go when it comes to dressing for a day at the beach. Of course swimwear is 'a non-negotiable,' alongside a sunhat and slip-on sandals.



1. **MARC JACOBS** SUN RX 30, 2 PAIRS SINGLE VISION \$459, AVAILABLE AT SPECSAVERS. 2. **BIRKENSTOCK X TOOGOOD** BEACHCOMBER TOWEL, \$289, AVAILABLE AT WORKSHOP. 3. **KAREN WALKER** LITTLE SUNHAT, \$95. 4. **HUFFER** MENS SUP TEE, \$69.90. 5. **BATHER** SOLID SWIM SHORT, \$149, AVAILABLE AT WORKSHOP. 6. **BIRKENSTOCK** SIENA BIG BUCKLE LEATHER, \$300. 7. **JUST ANOTHER FISHERMAN X SUPERETTE** MEN'S TAX SHORTS, \$79, AVAILABLE AT SUPERETTE. 8. **GLASSONS** FRAYED STRAW BOATER HAT, \$29.99. 9. **KOWTOW** PALETTE TOTE, \$79. 10. **RUBY** PALOMA HAIR CLAW, \$19. 11. **FELLA SWIM** SEAN BOTTOM, \$99, AVAILABLE AT SUPERETTE. 12. **FELLA SWIM** FRANCO TOP, \$189, AVAILABLE AT SUPERETTE. 13. **KOWTOW** PETALS TEE, \$129.



SCARPA

scarpa.co.nz
09-520 1424

Teed St, Newmarket
Westfield 277, Newmarket
Commercial Bay, Auckland CBD

How to Style The Party Dress

Dial up the glamour during this festive season with a party dress to suit the mood, and the accessories to match.



LOOK ONE **JESSICA MCCORMACK** CUT-DOWN DIAMOND SOLITAIRE STUDS IN 0.20 CARAT, \$5,800, AVAILABLE AT SIMON JAMES STORE. **KAREN WALKER** IMMORTAL SUNGLASSES, \$335. **ACLER** BONHAM DRESS, \$549, AVAILABLE AT SUPERETTE. **MEADOWLARK** BAROQUE PEARL BRACELET, \$299, AVAILABLE AT WALKER & HALL. **GLASSONS** SQUARE FAUX LEATHER CROC BAG, \$29.99. **GUGLIELMO ROTTA** IZZIE, \$490, AVAILABLE AT SCARPA.

LOOK TWO **MATTEAU** SHIRRED MINI DRESS, \$495, AVAILABLE AT MUSE. **RUBY STAR** CHAIN EARRING, \$35. **MI PIACI** ESSENCE MULE, \$260.

LOOK 3 **AJE** VANADES CUT OUT DRESS, \$685. **ZOE & MORGAN** ARIEL EARRINGS, \$205. **BRIE LEON** MINI CAMILLE BABY, \$189.90, AVAILABLE AT FLO & FRANKIE. **KATHRYN WILSON** ZSA ZSA SANDAL, \$269.





A NEW JOURNEY



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and service

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EMAIL christine@lejosefashion.co.nz
INSTAGRAM [lejosefashion91](https://www.instagram.com/lejosefashion91)

STYLE

Lovely in Linen

There's a lot to love about this lightweight fabric - not only is it versatile and effortless, it's a staple you'll find in most wardrobes.



1. **WITCHERY** CROP SHIRT TOP, \$149.90. 2. **JULIETTE HOGAN** FERN PINAFORE, \$469. 3. **SEED** STRIPED LINEN SCRUNCHIE, \$14.90. 4. **MOOCHI** DECIDE KFTAN, \$299.99. 5. **KULE** THE HUTTON LINEN SHIRT, \$379, AVAILABLE AT WORKSHOP. 6. **ASSEMBLY LABEL** MARKET TOTE BAG, \$50. 7. **CAITLIN CRISP** VOYAGE LINEN SHORTS, \$365, AVAILABLE AT MUSE. 8. **SABEN** IMOGEN SLIDES, \$249. 9. **AS COLOUR** MENS LINEN SHORTS, \$60. 10. **THE ACADEMY BRAND** HAMPTON L/S LINEN SHIRT, \$99, AVAILABLE AT SUPERETTE. 11. **AJE** VISTA UTILITY POCKET LINEN SKIRT, \$295. 12. **MOOCHI** EVERY BLAZER, \$499.99.



M.M LINEN

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Celebrate the Season at our flagship Newmarket Store



22 Momme Silk Pillowcovers



22 Momme Silk Chemises & Robes



Cushions



Erbario Toscano Italy Bathroom & Skin Care



Outdoor Bean Chairs & Cushions



Tea Towels



Notebooks

Flagship Store • Westfield Newmarket • Level 1 • 309 Broadway • Auckland

mmlinen.com

View our stockists & shop online

STYLE

Tropical Treasure

Get the kids ready for the holidays with a fun-filled edit of bright jungle patterns and tropical flowers and fruits.



1. **MAC + ELLIE** TOUCAN PRINT SLEEVELESS DRESS, \$24.99, AVAILABLE AT FARMERS. 2. **COUNTRY ROAD** LOGO BUCKET HAT, \$34.90. 3. **TEENY WEENY** TROPICAL LEAF LONG-SLEEVE RASHSUIT, \$34.99, AVAILABLE AT FARMERS. 4. **MISSIE MUNSTER** PEACHY CROP TOP FRUIT, \$44.99, AVAILABLE AT KID REPUBLIC. 5. **KIP&CO** VELVET MONSTERA CUSHION, \$79, AVAILABLE AT SUPERETTE. 6. **MISSIE MUNSTER** COCONUTS LEGGINGS - FRUITY, \$64.99, AVAILABLE AT KID REPUBLIC. 7. **ASSEMBLY LABEL** KIDS SANDAL, \$60. 8. **SEED** PALM TREE SHORTS, \$44.90. 9. **COUNTRY ROAD** RECYCLED NYLON FLOWER SWIMSUIT, \$64.90. 10. **MUNSTER** LOST ARK SHORT, \$69.99, AVAILABLE AT KID REPUBLIC. 11. **TROPICAL** LIME FLOAT, \$20, AVAILABLE AT THE WAREHOUSE.

Summer Soirée

Whether you're making the most of picnics in the sunshine or hosting a backyard affair, it is the season of long lunches and time with friends and family. Create the perfect setting with our summer entertaining must-haves.

1. LEOPOLD HALL FLORENTINE VERDE JUG, \$37. **2. COUNTRY ROAD BYRON MEDIUM COOLER BAG**, \$109. **3. MENU BOTTLE GRINDER 2 PACK**, \$159, AVAILABLE AT SUPERETTE. **4. SUMMER WITH SIMON GAULT**, \$50, AVAILABLE THE POI ROOM. **5. FREEDOM FURNITURE BASIQUE ROUND TRAY**, \$54.95. **6. LIVING & CO BAMBOO SERVE BOWL**, \$25, AVAILABLE AT THE WAREHOUSE. **7. CITTÀ FORGE SALAD SERVERS**, \$69.90. **8. NOOD HEMMA CARAFE**, \$39.99. **9. H&M 20 PACK NAPKINS**, \$2.99. **10. ECOYA CITRONELLA & LEMONGRASS OUTDOOR CANDLE**, \$52.95, AVAILABLE AT RETREAT, FARMERS, FREEDOM FURNITURE. **11. COCO REPUBLIC BODEGA INDOOR/OUTDOOR LANTERN**, FROM \$845. **12. FREEDOM FURNITURE SOHO CUTLERY SET**, \$64.95.



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FREEDOM

HOME OF DESIGN

Flagship Store - 77 Broadway Newmarket

GUCCI BEAUTY PALETTE, \$260, AVAILABLE AT DAVID JONES

SISLEY PHYTO-BLUSH TWIST BERRY,
\$95, AVAILABLE AT DAVID JONES

DIOR MULTI-
USE PALETTE
CLUTCH, \$190,
AVAILABLE AT
DAVID JONES



BURBERRY BEAUTY LIP DEFINER, \$48, AVAILABLE AT SEPHORA



BENEFIT
GOGOTINT
CHEEK & LIP
STAIN, \$36,
AVAILABLE AT
SEPHORA



MAC RETRO MATTE
LIQUID LIP COLOUR
METALLICS, \$43,
AVAILABLE AT
FARMERS

CLARINS LIP
COMFORT OIL,
\$47, AVAILABLE AT
FARMERS, SMITH &
CAUGHEY'S, DAVID
JONES



HERMÈS ROUGE
HERMÈS, POPPY
LIP SHINE, \$105,
AVAILABLE AT SMITH
& CAUGHEY'S

SHISEIDO MICROLINER
INK, \$50, AVAILABLE
AT FARMERS, LIFE
PHARMACY



MECCA MAX HOLIDAY PARTY
PLAY EYESHADOW PALETTE, \$44,
AVAILABLE AT MECCA



NARS UNWRAPPED
ORGASM BLUSH DUO,
\$63, AVAILABLE AT
MECCA



ORIBE BRIGHT BLONDE
SUN LIGHTENING MIST,
\$60, AVAILABLE AT
SMITH & CAUGHEY'S



NAPOLEON PERDIS
GLOW PATROL, \$74,
AVAILABLE AT SMITH &
CAUGHEY'S



Colour Pop

Make a beauty statement with bold and bright colours, from eye catching palettes to vibrant lipsticks, there's something for everyone to experiment with.

BEAUTY

FOUNTAIN OF YOUTH

Setting the gold standard for Swiss skincare science, La Prairie has introduced a new nighttime oil to its Skin Caviar range. Made with caviar-derived retinol and lipids for firming, moisture-locking results, the Skin Caviar Nighttime Oil is a breakthrough for your nighttime beauty routine.

LA PRAIRIE SKIN CAVIAR NIGHTTIME OIL, \$840,
AVAILABLE AT SMITH & CAUGHEY'S, DAVID JONES



BEAUTY

Beauty News

The latest beauty products that you need to know about.

GOLDEN LIGHT

If you could capture the sparkle of light in a bottle, this would be it. Inspired by Mediterranean sun rays, Elie Saab's Le Parfum Lumière combines the freshness of citrus fruits (mandarin oil) with orange blossom, jasmine sambac and tuberose, underpinned by a subtle base of musk, amberwood and patchouli heart.

ELIE SAAB LE PARFUM LUMIÈRE EDP 50ML, \$170,
AVAILABLE AT FARMERS, SMITH & CAUGHEY'S, DAVID JONES, SELECTED PHARMACIES



ON HOLIDAY

It's the most wonderful time of the year when MECCA Holiday drops in store. Launching an impressive array of limited edition Holiday products, collaborations and gifting edits, there is something for everyone. We can't go past a value set and this hand and lip balm duo makes the perfect stocking filler.

MECCA COSMETICA THE GREAT DUO, \$32, AVAILABLE AT MECCA

TO THE RESCUE

Specifically formulated for weak hair that is prone to breakage, Goldwell's Dualsenses Bond Pro

range is ideal for fragile and damaged hair and there's a Fortifying Shampoo and Conditioner to help. Instantly strengthening and delivering structure to damaged locks, these are the products you need to invest in.

GOLDWELL DUALSENSES BOND PRO FORTIFYING SHAMPOO & CONDITIONER, \$29.50 EACH, AVAILABLE AT SYNERGY HAIR





ECCO SIMPIL SANDAL

Hello summer sandal

From beachside to meeting friends for a coffee, the ECCO SIMPIL SANDAL can be dressed up or down all summer long. The ECCO SIMPIL SANDAL is a comfortable shoe made for those who take their summer seriously.

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2021 – that’s a wrap.

by Mark Knoff-Thomas

It almost feels like we have tumbled along the past few months, stood back up, and realised we are suddenly in December. What a ride we have had this year. It has been an enormously challenging time for Aucklanders, and especially our health care workers and business owners. Not something we will want to repeat any time soon. To make sure we keep safety front and centre, please remember to a) wear a mask whenever you’re out and about in public areas; b) scan/sign into every business you enter; 3) keep a safe distance when out on the streets and in stores; and 4) #shopnice – globally and around New Zealand, post-lockdown there has been a spike in aggression towards retail staff. That duvet cover that is out of stock, or the shirt size that’s not available isn’t worth getting stressed over! There will be shortages for some products, and there will be delays getting some items in-stores. The entire global supply chain is slightly out of kilter at the moment.

We are now transitioning into the traffic light system and more and more people are getting back to normality. During the months of lockdown Newmarket was a hive of shop-fit-out activity. There are some new stores around the precinct, some have moved to new premises, and we have more luxury retail on offer (some for the first time in NZ). Below is a quick run-down on what happened during lockdown. Timberland has returned to Newmarket after a short hiatus, their new flagship store can now be found on the corner of Broadway and Teed Street. Saben are new kids on the block and have recently opened a boutique in Teed Street just along from Taylor. Wavefit, gym clothing specialists, have opened at 160 Broadway, near Modes; Camden & Co have opened their new store opposite 277 Broadway.

A number of stores have relocated, including: Birkenstock who have moved out from Station Square and into Teed Street, right beside Timberland; Redcurrent have moved from Westfield and out onto Broadway beside AS Colour; L’Occitane have moved

from one side of Broadway to the other and are now located just along from Smith & Caughey’s; Nature Baby, long term residents of Carlton Gore Road, have moved to a new and bigger store in Melrose Street; Deadly Ponies have flipped sides of the road in Osborne Street with a stunning new boutique; Parker & Co have relocated from Nuffield Street to Teed Street, just down from the Teed St Larder; Stylerunner, who are new to NZ, have opened a huge 300m2 store opposite Rodd & Gunn inside Westfield, along with a brand new store for Aje Athletica.

In addition to all of this Smith & Caughey’s have opened a brand new Home department, plus a café, and new beauty treatment rooms. They have also welcomed Hermès Cosmetics to the store. Speaking of luxury there are new arrivals into Westfield Newmarket, including: Saint Laurent, who opened just before lockdown; and now Moncler, Balenciaga, Burberry, Michael Kors, Jimmy Choo, Louis Vuitton, and Alexander McQueen are all open. Coach will be open any day as well. So as you can see, there is plenty going on in Newmarket.

To keep up with all of our announcements about what’s happening in the precinct - who’s opening, what’s new, where to eat etc - keep an eye on newmarket.co.nz. You can also subscribe to our fortnightly email ‘The Edit’, plus follow us on our social channels @newmarketnz.

On behalf of the Newmarket team, Board, and all of our businesses, we extend our heartfelt thanks once again for your continued support of the precinct this year. We know you have many choices for places to go for health & fitness, hospitality, entertainment or retail therapy, so we are very grateful whenever you choose to do those things here, in Newmarket.

Wishing you and your loved ones a safe and very happy Christmas.

Mark Knoff-Thomas

CEO, Newmarket Business Association



COVER STORY

Modern LUXURY



The highly anticipated arrival of world-renowned luxury brands to Westfield Newmarket brings with it a unique and premium shopping experience that is unparalleled in New Zealand. Aptly timed ahead of Christmas, these leading top tier international brands, many of which are new to New Zealand, further cement Newmarket's place as a truly international shopping destination. It doesn't stop there though - more global brands are soon to be announced.

PREVIOUS PAGE: BURBERRY.
FROM LEFT TO RIGHT: MONCLER,
 SAINT LAURENT, BALENCIAGA,
 BURBERRY, SAINT LAURENT.



MONCLER

Moncler's opening will likely leave you wanting to head straight for the slopes – this luxury brand was created in 1952 in a small village, Monestier-de-Clermont, aiming to create padded sleeping bags and tents in the mountains. In response to the needs of employees working at high altitudes, Moncler produced the first down jacket for extreme climates, and so the story began, evolving to become a global phenomenon and a sporting luxury icon. The Newmarket boutique celebrates Moncler's mountain heritage with the city and this is also reflected in the store, with dark grey marble, brass accents and vivid lighting, housing the high-tech performance wear to protect from the elements.

COACH

Coach hails from the United States and is a contemporary luxury goods label with a strong heritage and commitment to craftsmanship, known for pairing exceptional leathers and materials with innovative design. Whilst the brand is widely recognised for its leather handbags, more recently Coach has expanded into ready-to-wear apparel.



LOUIS VUITTON

Opening its third New Zealand store, Louis Vuitton is a world leader in luxury with more than 400 stores internationally. Rich in history, Louis Vuitton was founded in 1854 by a young Louis Vuitton who set out to make a fortune as a trunk maker in Paris. This was followed by early success and led to expansion with an Atelier and store openings. Arguably one of the most recognised brands across the globe, Louis Vuitton's opening in Westfield Newmarket cements Newmarket's position as Auckland's best luxury retail destination.

MICHAEL KORS

One of the most recognised names in fashion, Michael Kors, has a new boutique on the highly desired Broadway street façade at Westfield Newmarket. Award-winning luxury accessories and ready-to-wear designer Michael Kors produces ranges under his signature Michael Kors Collection, MICHAEL Michael Kors and Michael Kors Mens labels. Often adorned with the signature MK logo, it's hard to miss a signature piece.

BALENCIAGA

Situated in the hub of the city's most fashionable shopping artery, Spanish fashion house Balenciaga has arrived. The Balenciaga logo has become a fixture for the 'It' label's streetstyle infused designs, fueling the brand's highly sought after collections. The store design and aesthetic exemplify Balenciaga's Raw Architecture concept using industrial elements like concrete, polished aluminum racks and factory-style light fixtures as a nod to the industrially inspired environment of the Paris flagship. The flagship offers a curated selection of women's and men's ready-to-wear, handbags, shoes and accessories.



BURBERRY

Synonymous with the beige, black, white, and red check, it's hard to miss the iconic Burberry pattern and you can now get your hands on it inside Burberry's first luxury concept store in New Zealand. Designed in collaboration with renowned Italian architect Vincenzo De Cotiis, the brand's flagship store features display fixtures and plinths, unique furniture pieces, gridded floors and the signature Burberry check is represented in the ceiling lighting zones. The Newmarket store will stock the latest men's and women's collections, the heritage trench coats, as well as exclusive products including the TB Bag and The Pocket Bag in deep maroon.

**GUCCI**

Leading luxury brand Gucci is set to open a boutique at Westfield Newmarket in 2022 and its arrival has been hotly anticipated. With its global reputation and widespread appeal, this year marks Gucci's 100th anniversary as the brand reinvents a modern approach to fashion while never letting go of the iconic and distinct Gucci elements.

JIMMY CHOO

Few designers have left their mark on the industry quite like Jimmy Choo, and it's now possible to fulfil your shoe dreams right here in Newmarket, at a brand-new luxury concept store. Loved by celebrities and appearing in shows like 'Sex in the City', Jimmy Choo empowers women with strong and sophisticated shoes and accessories.

ALEXANDER MCQUEEN

Instore experience continues to remain a vital pillar for Alexander McQueen who have been unstoppable with store openings across the globe signalling confidence in bricks and mortar retail. Founded in 1992 by Lee Alexander McQueen, one of the world's most celebrated designers, the label shocked and challenged the boundaries of fashion. The label is now headed up by Creative Director Sarah Burton. The Newmarket boutique is warm and welcoming with an emphasis on the natural, using earthy materials and oak to set the backdrop for the women's collection, bags and accessories.

MULBERRY

British luxury fashion house, Mulberry opened its first standalone store in Newmarket in 2020, marking a significant milestone for Westfield Newmarket's high-end luxury precinct. The high-end luxury label has been worn by the Duchess of Cambridge on many occasions, speaking to the quintessential British design which Mulberry is synonymous with. Known globally for their classic handbags, Mulberry's clothing and accessories are equally as timeless – and that's menswear included!

**SAINT LAURENT**

Saint Laurent has opened the doors to its first flagship store in Newmarket, offering a true vision of the brand and a shopping experience that reflects the fashion house's identity. Under the guise of Creative Director Anthony Vaccarello, the Maison combines an edgy aesthetic with sleek sophistication, and you'll also see this reflected in the 338 square metre store. The use of dark marble, chrome and mirrors epitomises luxury and brilliantly showcases the women's and men's full collections alongside highly covetable accessories.

PARTRIDGE JEWELLERS

Relocating within Newmarket, Partridge Jewellers opens an elegant boutique carrying luxury watches and jewellery. Dedicated watch and jewellery areas will house highly sought-after brands including the likes of Rolex, Omega, Cartier, DeBeers Forevermark, Jaeger-LeCoultre, Ashoka diamonds, Piaget and Chopard.

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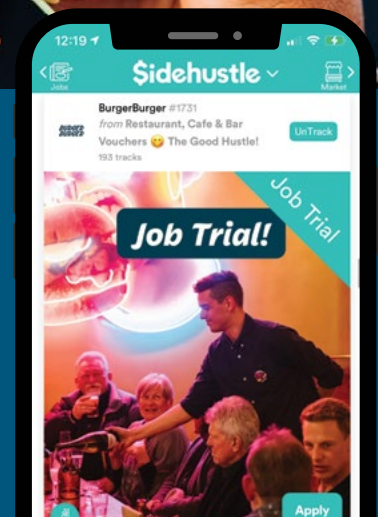
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THE ULTIMATE CHRISTMAS GIFT GUIDE



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FASHIONISTA

4



3



UNDER
\$25

5



FOR THE KIDS

1. **LOGITECH POP MOUSE**, \$54.90, AVAILBLE AT NOEL LEEMING.

2. **SEED CROSSBODY BAG**, \$44.90. 3. **KIWICORN'S FLURRY OF FEELINGS**, \$19.99, AVAILABLE AT WHITCOULLS. 4. **BUSY IDEAS FOR BORED KIDS OUTDOOR EDITION**, \$22.90, AVAILABLE AT SEED.

5. **TORPEDO 7 YOUTH JUNIOR SNORKELLING SET**, \$49.99.

6. **BANANAGRAMS**, \$29.99, AVAILABLE AT WHITCOULLS. 7. **CYCLOPS RETRO ROLLER SKATES**, \$119.99, AVAILABLE AT FARMERS.

8. **NOOD LITTLE BEE HOUSE**, \$29.99. 9. **MATTEL UNO**, \$12, AVAILABLE AT THE WAREHOUSE. 10. **MINECRAFT DIGITAL LIGHT UP WATCH**, \$29.99, AVAILABLE AT GOGOKIDS

6



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FOR THE WHOLE
FAMILY

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AND
EDUCATIONAL

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\$25



9

10



7



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ARTISTS



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5



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FOR THE ART LOVER

1. **ART GENIUS** PLAYING CARDS, \$16.99, AVAILABLE AT GORDON HARRIS.

2. **COCO REPUBLIC** ACTON RESIN SCULPTURE, \$295. 3. **SIMON LEWIS-WARDS** MINI CAST GLASS JET PLANES, \$20 EACH, AVAILABLE AT THE POI ROOM.

4. **MATTHEW SNOWDEN** MT COOK, \$6,700, AVAILABLE AT ARTSELECT GALLERY. 5. **DOIU** SMALL BODY VASE, \$59, AVAILABLE AT SUPERETTE.

6. **COUNTRY ROAD** ERON SMALL VASE, \$44.90. 7. **MANDY JOASS** SMALL PIWAKAWAKA - 4, \$165, AVAILABLE AT THE POI ROOM. 8. **COCO REPUBLIC** LEXI TASK LIGHT, \$345. 9. **LEBLON DELIENNE** MICKEY WELCOME FIGURINE, \$895, AVAILABLE AT SUPERETTE. 10. **H&M** LARGE STONEWARE SCULPTURE, \$39.99.

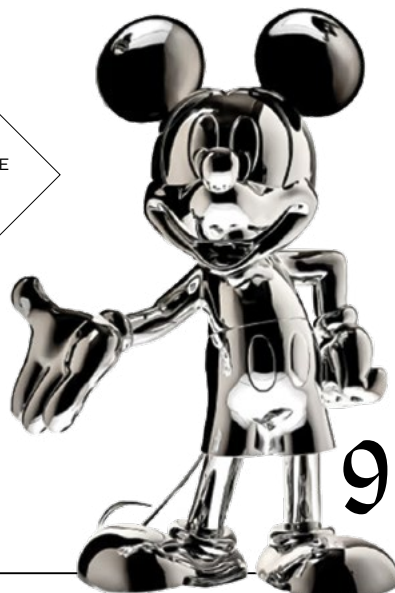


7



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LUXURY

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9



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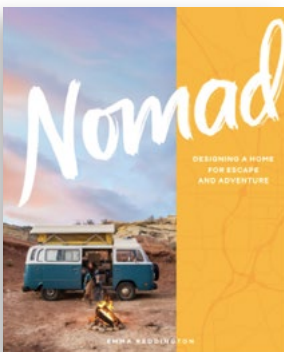
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1. **HUFFER** HFR CROSS BODY BAG, \$69.90. 2. **JUST ANOTHER FISHERMAN** SNAPPER LOGO MUG, \$29, AVAILABLE AT SUPERETTE. 3. **24 BOTTLES** ROVER 500ML, \$59.99, AVAILABLE AT BARKERS. 4. **MACPAC** TRAVEL TOWEL LARGE, \$19.99. 5. **SONY** ALPHA 7 IV CAMERA, \$4,799, AVAILABLE AT NOEL LEEMING. 6. **SUPERETTE X HAYDENSHPES** MISC BOARD, \$2,499, AVAILABLE AT SUPERETTE. 7. **SWANNDR**I PICNIC BLANKET, \$79.99. 8. **MONCLER** POM POM KNITTED HAT, \$755. 9. **NOMAD: DESIGNING A HOME FOR ESCAPE AND ADVENTURE**, \$69.99, AVAILABLE AT BARKERS. 10. **NOOD** WATERPROOF PLAYING CARDS IN A TIN, \$29.99



GET ACTIVE

6



9



8



7

RYAN TEECE - 2021 RAY WHITE

RayWhite

BRAND CHAMPION



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SELL YOUR HOME FOR MORE WITH AWARD WINNING MARKETING...



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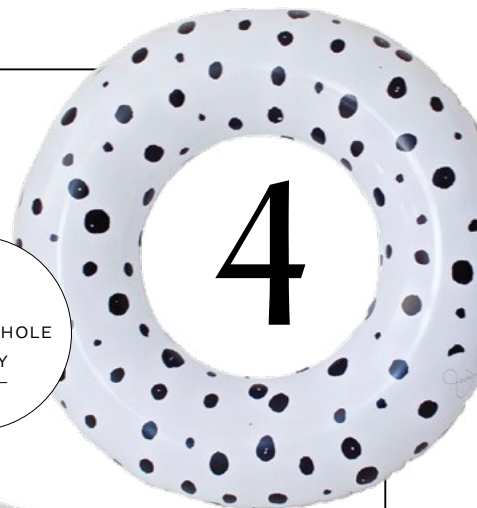


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FUN
FOR THE WHOLE
FAMILY



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SUSTAINABLE
GIFTING

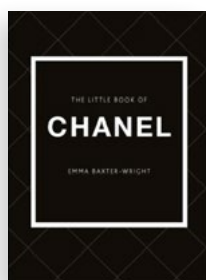
FOR THE HARD TO BUY FOR

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3. **AESOP** THE LISTENER GIFT KIT, \$105. 4. **&SUNDAY** INFLATABLE POOL RING, \$79.90,
AVAILABLE AT ALLIUM INTERIORS. 5. **KAREN WALKER** FILIGREE RUNAWAY TOWEL, \$140.
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7. **ASSOULINE MIAMI BEACH**, \$189, AVAILABLE AT SUPERETTE. 8. **DEADLY PONIES** FLEX
PHONE CASE, \$129. 9. **LITTLE BOOK OF CHANEL**, \$29.90, AVAILABLE AT FLO & FRANKIE.
10. **COUNTRY ROAD** EVANS PEG GAME, \$89.90.

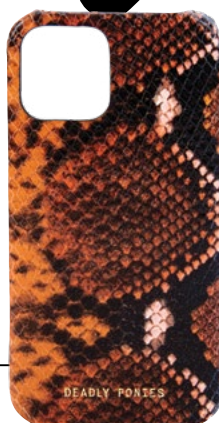


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Hello Summer

We love the stretched out days of summer that invite a slower pace of life. Prepare for warmer weather with tropical inspired bed linen, homeware, sleepwear and an outdoor collection designed for relaxing and entertaining at home.



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WALLACE COTTON

1



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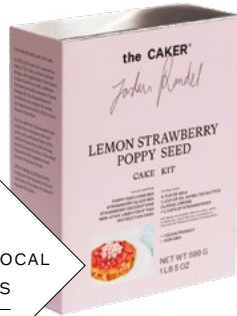


UNDER
\$25

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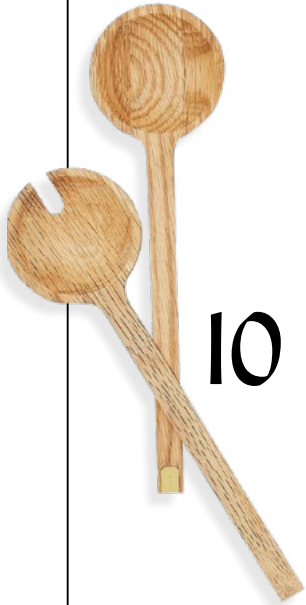
SUPPORT LOCAL
BRANDS

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FOR THE FOODIE

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1. **HONEST** SIX SPICED RUM, GINGER BEER, MINT & LIME, \$24.99, AVAILABLE AT GLENGARRY WINES.
2. **THE CAKER** LEMON, STRAWBERRY & POPPY SEED CAKE MIX, \$29.90, AVAILABLE AT FLO & FRANKIE.
3. **THE KOMBUCHA SHOP** RASPBERRY KOMBUCHA TEA BLEND, \$39, AVAILABLE AT SUPERETTE.
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5. **COUNTRY ROAD** TIPO TEA FOR ONE SET, \$109.00.
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7. **OTTOLENGHI** TEST KITCHEN: SHELF LOVE, \$59.90, AVAILABLE AT FLO & FRANKIE, FATHER RABBIT SELECT, SUPERETTE.
8. **ORO** WINE COOLER, \$199, AVAILABLE AT CITTÀ.
9. **WALLACE COTTON** FERN GINGHAM APRON, \$39.90.
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8



9



**OTTOLENGHI
TEST
KITCHEN**
SHELF

→ LOVE ←

7



A
WORTHY
INVESTMENT
PIECE

6

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SCENTED FLOWERS WITH FRAGRANCE SPRAY

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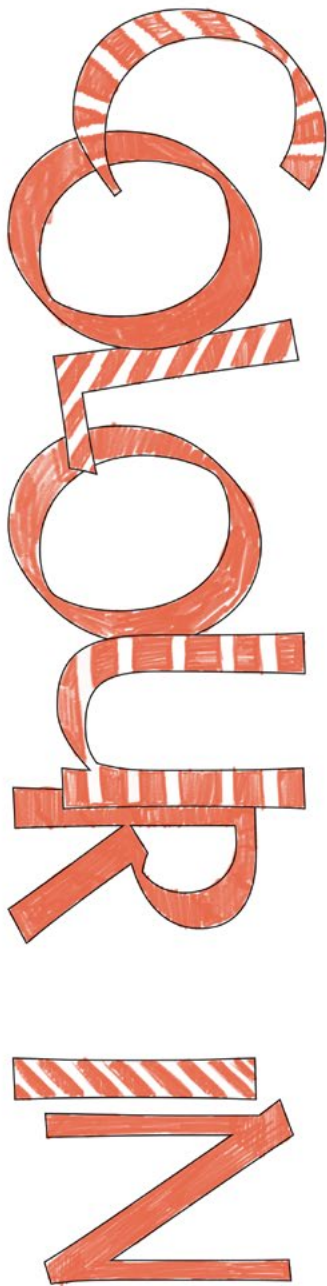


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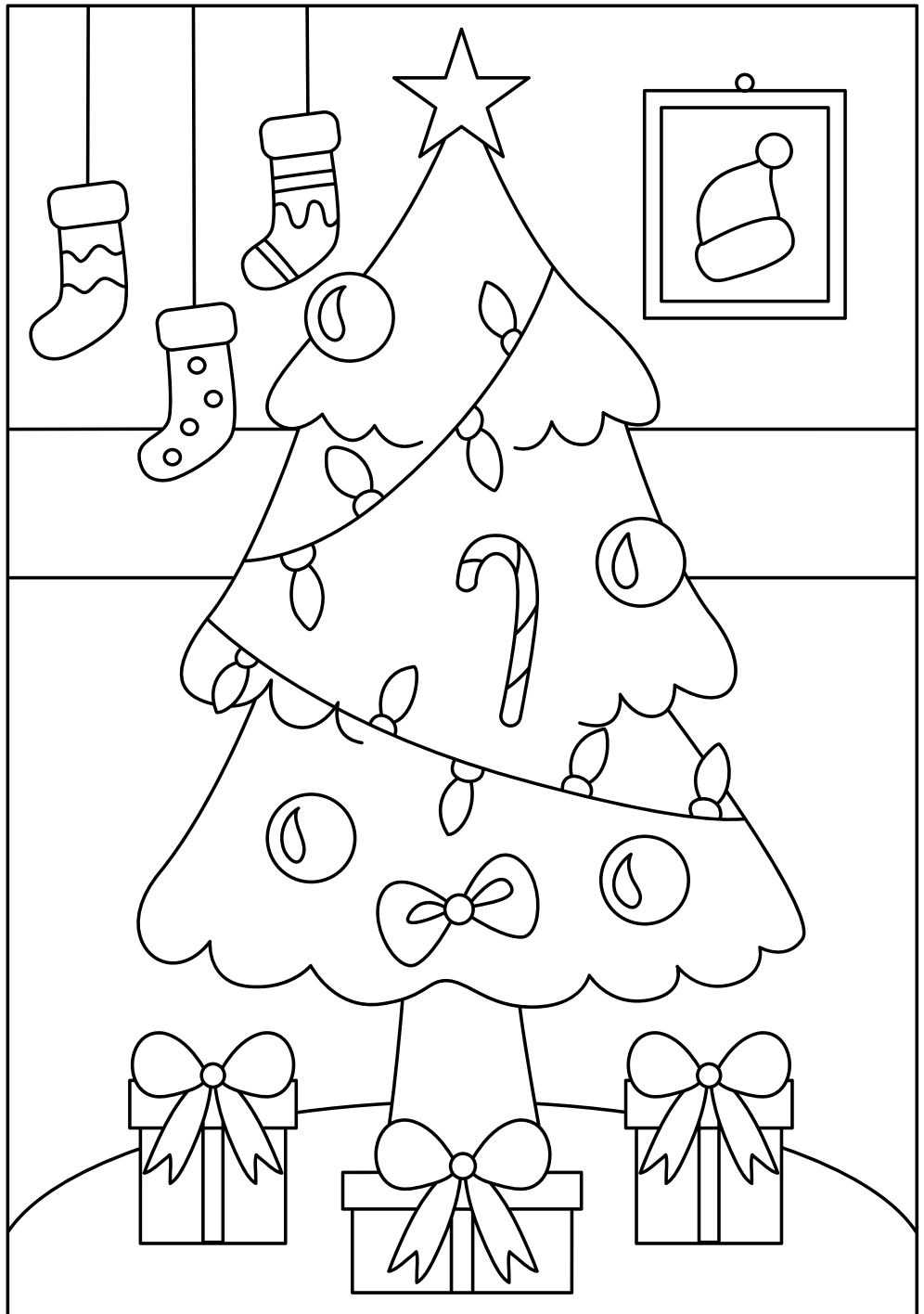




+

GO IN THE DRAW TO

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\$100
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NAME _____ AGE _____ CONTACT NUMBER _____ EMAIL ADDRESS _____

All entries must be posted to the Newmarket Business Association, PO Box 9374, Newmarket, Auckland 1149. Alternatively entries can be dropped into Santa's Mailbox underneath Newmarket's Christmas tree on Lumsden Green at the corner of Khyber Pass Road and Broadway. The winner will be chosen by Newmarket Business Association Arts & Heritage Manager, Di Goldsworthy on Thursday 16 December 2021.

It's the most *Beautiful* time of the year...

We've chosen our top picks for gifts to treat your mum, your bestie, perfect for secret santa and of course to treat yourself!



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AT HOME

How to style a bedroom in summer

Summer is the season where the layers on the bed disappear. Winter textiles—such as feather duvets, quilts, and thicker sheets—leave the room and make way for light-weight bedspreads. Federica Contardi, Città's National Merchandiser, shares her tips for styling a fresh and comfortable look in the bedroom.

MATERIALS PLAY A FUNDAMENTAL PART

Choose natural, breathable, and comfortable fabrics for your bedding. Linen, organic cotton, or silk are good options. Choosing good-quality fabric for the bed is like giving yourself a little daily luxury.

TREAT YOURSELF AND INVEST IN LINEN SHEETS, PILLOWCASES, BED SKIRTS OR A LINEN BEDSPREAD

Linen is breathable and highly absorbent, creating a comfortable year-round sleep setting. Linen naturally softens with use and has the durability to last years.

CHOOSE THE RIGHT COLOURS

When choosing colours for summer bedroom styling, maintain a light and natural colour palette. This will help to create a freshness and a comfortable atmosphere in the room – white or striped linen is my favourite choice in summer.

COLOURS ARE A GOOD WAY TO ADD A FRESH LOOK OR ELEMENT

They also help to create a layered look without the need of adding too many physical layers to the bed. You can opt for a neutral bedspread and add a colour with a linen throw at the end of the bed or different coloured pillowcases. This allows you to maintain a simple, relaxing colouring palette.

DON'T OVER-DECORATE THE BEDROOM

It's better to keep the furniture and décor to a minimum to reduce overcrowding the space. This will help you feel more relaxed to sleep better, while letting the air circulate easily.

IF YOU DON'T ALREADY, CONSIDER INTEGRATING SOME WHITE OR NEUTRAL-COLOURED LINEN CURTAINS

They will help to filter the sun while still letting in a nice fresh breeze.

ADD FLOWERS OR PLANTS

Not only do they help to complete a look, but they also purify the air and reduce stress levels.



OUR PEOPLE

Season of Change

Down the cobbled laneways, and of all the New Zealand designer boutiques that Newmarket is best known for, Juliette Hogan is one of the first that springs to mind. Opening in Osborne Lane in 2015, Juliette Hogan continues to design for the modern woman, and with that, it was time to modernise the Newmarket store. Zara Overton caught up with founder Juliette Hogan to find out more about the renovation and the evolution of the brand.

NEWMARKET. *The past year has been a challenging time for businesses who have had to adapt and quickly change the way they operate. What are some of the learnings that you have had since COVID?*

JULIETTE. Reflecting on the last year, as an individual, and as part of a wider community and country, it has certainly presented us with some extraordinary challenges, but the surprising outcome for me has been the genuinely rewarding learning and growth opportunities that the year has provided. In the 17 years since I launched Juliette Hogan, I have never had such a strong impetus or the opportunity to really step back and make big decisions on where we wanted this business and brand to be, and how we were going to evolve to get there.

At Juliette Hogan our focus has always been on thoughtful design using quality materials and craftsmanship to create garments that stand



the test of time – a design focus that had begun to feel out of step with the traditional fashion calendar that we were prescribed to.

We listened to new conversations amongst some of the biggest players in the global luxury industry about the detrimental effects to brand, sales and loyalty resulting from this cycle, now out of sync with real-world seasons. This thought-provoking and welcome dialogue resonated strongly with us here at Juliette Hogan and we are excited to begin to action change based on these ideas and to see the positive effect it can have within our industry in New Zealand for designers, retailers, and customers alike.

Reflecting the timeless and enduring design aesthetic of Juliette Hogan, 2021 saw a new approach forgoing the constraints of traditional seasons.

Five collections are launched annually and tied more harmoniously to real seasonal change. Each

collection embracing the simple sophistication and everyday luxury synonymous with the brand and intrinsically linked through considered design and an immutable sense of ease and elegance.

Loved shapes and fabrications travel from one collection to the next and are given freshness through thoughtful palette and print updates alongside the subtle yet statement evolution of the Juliette Hogan silhouette.

This new approach heroes the longevity of each Juliette Hogan piece and an appreciation of the ability to build upon our Juliette Hogan wardrobes as we move seamlessly from season to season. Each collection able to stand alone as a comprehensive and cohesive body of work yet grounded with a consideration of both what has been, and what is yet to come.

In addition to reworking our seasonal calendar, we also launched our JH Lounge collection in June 2020. This collection had been in development for some time, however the timing was really perfect to launch to market.

We are extremely proud of our team as we look back at a challenging, dynamic, exciting, and at times confronting year. Collectively we have adapted to a new normal and tapped into our team's individual strengths emerging more unified than ever before.

Our Newmarket store as our main hub for online distribution and customer service has been such an integral part of this journey, with the team rising to these new challenges outside of the traditional retail environment. They have been

challenged more than ever before and proved themselves time and again delivering excellence in customer service, not only to the Newmarket shoppers, but to our customers all over the world.

N. *Newmarket's Juliette Hogan store has recently had an update – can you tell us about the refit?*

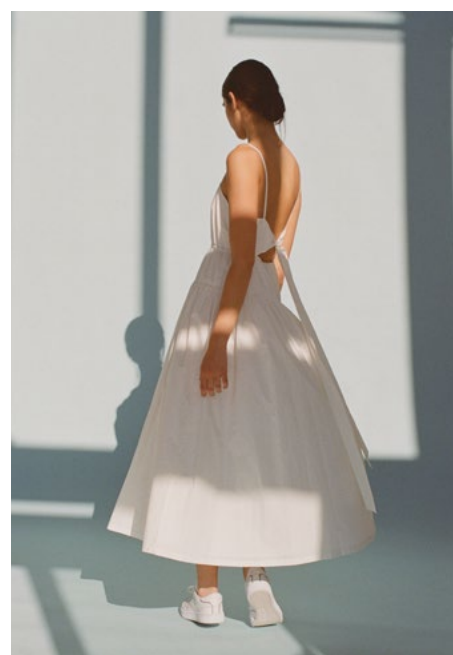
J. Our Newmarket store is our largest and busiest store. We opened in 2015 on a bit of a shoestring budget, and we felt that it was overdue a bit of attention! We opened a new store in Christchurch earlier this year, and for this we worked with Alice Lines from homestyle magazine and the team at Think & Shift to help bring our design vision to life. For our Newmarket fit out we mirrored many of these elements – but also looked to respond and incorporate the unique character of our Newmarket site. The result is beautiful, luxurious, warm and welcoming. We can't wait for our customers to be able to experience it.

N. *What inspires you on a day-to-day basis?*

J. Travel (though there's not been too much of that lately!), people, art, architecture, podcasts... I'm always looking to keep myself inspired and learning.

N. *You recently received the Best Customer Experience Award at the 2021 Newmarket Business Awards. What do awards like this mean to your business?*

J. It is so wonderful to have this recognition for our team, especially after such a challenging year.



The team has really had to adapt to new ways of working and I am so proud of them.

N. *The fusion of art and fashion remains strong across all aspects of the brand, from collaborations with local artists, art competitions for kids, incredible textile design and beautiful artworks throughout your stores. What type of role does art play in your design process?*

J. Juliette Hogan prints are such an important part of our collections. We are always looking outwards for inspiration around these – travel, nature and art. We regularly collaborate with artists for our print stories providing a brief and palette to them and it is always so fascinating to see our vision expressed back to us from a different perspective.

N. *What was the inspiration behind your Spring/Summer collection?*

J. The new collection from Juliette Hogan once again delivers the ease and everyday luxury synonymous with the designer. Evoking a subtle 70s vibe, I looked to the freedom and vibrancy of architecture and design of the era

for inspiration, filtered back through a refined lens. The collection balances playful feminine silhouettes against more masculine sharp tailored pieces in a surprising palette of fresh pop tones and signature JH prints, highly anticipated each season. Emotive prints journey from the free and expressive to the more restrained with key highlights the Mosaic – a kaleidoscope haze, and Sherbet Fizz, a creation by talented in-house print designer Louise Cuckow reworking an image of an abundant bouquet of preserved flowers created by Floral Centric.

N. *What do you have on your fashion wishlist right now?*

J. The Row Bare Sandals, just love them.

N. *What advice do you give to young designers?*

J. Be patient. Work hard. Be true to yourself. Surround yourself with a team that will inspire & teach you. Ask for help when you need it, and also when you don't - you can learn so much from spending time with people who have experienced it all before.

N. *Do you have a favourite designer? If so, who?*

J. I find so many people's work inspiring. I love seeing how designers interpret their world and translate it into a finished product – whether that be fashion, architecture, art.. the list goes on.

N. *What can we expect to see next from Juliette Hogan?*

J. More beautiful clothes that celebrate life which I get so much joy out of designing. We also proud to be have launched (in November) the Amisfield Pinot Noir Rosé 2021 Cuveé Juliette Hogan available online at their website or at Amisfield Bistro cellar door now. We hope to be able to travel to Amisfield in Queenstown again soon!

JULIETTE HOGAN

2-8 OSBORNE STREET

@JULIETTEHOGAN

JULIETTEHOGAN.COM

ARTSELECT GALLERY *A*



The Art of Giving - December 2021

ArtSelect Gallery is the perfect destination for a gift for the person in your life who has everything. A painting, drawing or limited edition reproduction, sculpture or even a gift voucher can be purchased for a wide range works of art from the quirky, affordable and highly collectible Dr Seuss™ limited edition fine art prints to original oil on canvas or acrylic paintings, pencil drawings and sculptures.

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19A Osborne Street, Newmarket





OUR PEOPLE

A Day in the Life of Leo Dashper, Production Coordinator at Kate Sylvester

6:30AM

I begin my Friday the same way I begin every other day of the week - with 3 Weetbix, oat milk and a banana. On Fridays, I like to put a bit of brown sugar on top as a treat.

7:30AM

I walk to work, which is a nice way to start each day. It takes exactly 23 minutes. I get some of my best thinking done in the 46 minutes I spend walking to and from work each day. For another Friday treat, I stop for an oat flat white and a chat with my friend Mate. I really like his coffee, and I like talking to him even more. Every other day of the week, I'll just give him a wave through the window.

8:00AM

I get to work, make a plunger of coffee, and check my emails. We're still producing the last of our Summer '21 collection currently. A lot of my day is occupied with making sure our lovely local manufacturers have everything they need to get the clothes made on time, and made beautifully. Our locally produced garments pass through a lot of different hands all over the city before they are ready to send to our stores and stockists.



9:00AM

I'll send out our ecommerce orders for the day. As well as onshore production, I also take care of all our online dispatch.

11:00AM

On a Friday, I'll deliver new product to our retail stores. I really enjoy driving around Auckland City with a van full of clothes. Something about it feels very exciting. The van is a lot of fun. I've nicknamed her "The Grey Lady". A lot of my colleagues have begun to call her this too, which I like.



KATE SYLVESTER 1 TEED STREET
KATESYLVESTER.CO.NZ | @KATE_SYLVESTER



12:00PM

If I have the time, I like to stop for a takeaway sandwich and another oat flat white while out for delivery. I'll save the sandwich until I get back to work - I am staunchly against eating and driving at the same time. I think that it makes two fun experiences (eating, and driving) much less fun than they could be individually. It also seems a little dangerous.

3:00PM

I'll spend the rest of the afternoon doing a very wide variety of onshore production tasks - I like to save my mindless, physical tasks for a Friday afternoon. Things like moving heavy boxes, or ironing a large amount of the same thing. It's nice to switch off your brain at the end of the week and do the same thing a whole bunch of times until it's time to go home.

5:00PM

In a non-lockdown scenario, I'll usually see my beautiful lovely friends straight after work on a Friday evening. If we feel like drinking a beer, we'll go to one of our two favourite bars. If it's winter, we'll instead often have a sauna and steam at the Olympic Pools, followed by either a Laksa at Selera (487 Khyber Pass Road) or a big bowl of noodles from TianFu (477 Khyber Pass).

ON THE STREET

Meet me on Morrow Street

As one of Newmarket's most well-known streets at the heart of it all, Morrow Street offers something for everyone. Whether you're visiting a New Zealand boutique for the latest trends, picking up a coffee, or heading across to the bustling mall, Morrow Street is a destination (with carparking nearby) that you can't miss.



BEGGS BIG MENS CLOTHING

Beggs Newmarket is the largest independent retailer of fashionable and stylish clothing for Big Men in NZ and is situated right next to Zebrano. They offer a fantastic selection of European and local brands in sizes up to 8XL. Visit their experienced team and enjoy free parking right out the front of the store.

20 MORROW STREET
BEGGS.CO.NZ

CITTÀ

Città is a New Zealand design company providing a unique range of furniture, lighting, textiles, and accessories to shape living spaces. Beauty and functionality are at the core of everything created.

8 MORROW STREET
CITTADESIGN.COM

DAILY BREAD

Daily Bread has risen to immeasurable greatness, creating delicious baked goods that not only fill your belly but also your heart. The vision for Daily Bread was simple: to provide the community with quality food that brings people together.

8/10 MORROW STREET
DAILYBREAD.CO.NZ

FRENCH COUNTRY

Opening soon, French Country are a heritage homewares brand loved by many. Bringing homes to life and a love of collecting has been at the heart of French Country Collections for over 30 years. Experience the summer collection in their new home soon.

34 MORROW STREET
FRENCHCOUNTRY.CO.NZ

**LEOPOLD HALL**

Leopold Hall offers timeless and beautifully made homewares, furniture, and lighting with a focus on handmade artisan products and sustainable materials. Be inspired for your home or gifts with their carefully curated collections.

6 MORROW STREET
LEOPOLDHALL.COM

KITCHEN THINGS LUXURY COLLECTION

Experience new heights in kitchen, laundry and bathroom appliances at the Kitchen Things Luxury Collection showroom. Explore some of the world's most leading appliance brands, in an interactive setting.

26 MORROW STREET
KITCHENTHINGS.CO.NZ

STEPHEN MARR

An iconic brand for over two decades – Stephen Marr is one of Auckland's most popular destinations for cuts, colours, blow dries and styles. With a devout clientele the Stephen Marr team continue to produce sophisticated, luxurious yet effortless styling.

16 MORROW STREET
STEPHENMARR.CO.NZ

WORKSHOP

Workshop is home to iconic New Zealand brands Helen Cherry & Workshop Denim alongside an essential edit of high-end international designers including Acne Studios, Isabel Marant, Chloé, The Vampires Wife, Loulou Studios, Ganni, Our Legacy, James Perse, Common Projects and more.

18 MORROW STREET
WORKSHOP.CO.NZ

**WESTFIELD - MORROW STREET****COS**

COS is a fashion brand for women and men who want modern, functional and considered design. Offering reinvented classics and wardrobe essentials, COS creates pieces that are made to last beyond the season, merging traditional methods and new techniques to form timeless, understated collections.

COSSTORES.COM

DR MARTENS

Dr. Martens' appeal to people who have their own individual style but share a united spirit – authentic characters who stand for something. Their famous durability and comfort make them ideal for the unforgiving world of gigs and street fashion, and they are a badge of attitude and empowerment.

DRMARTENS.COM

HYPE DC

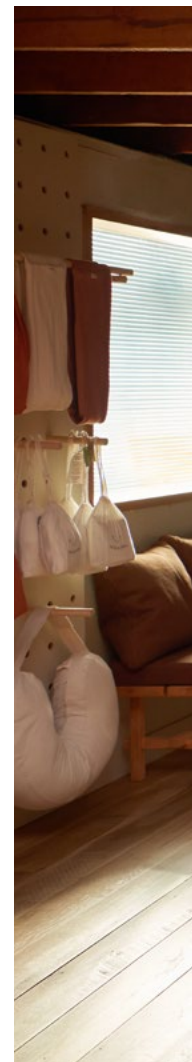
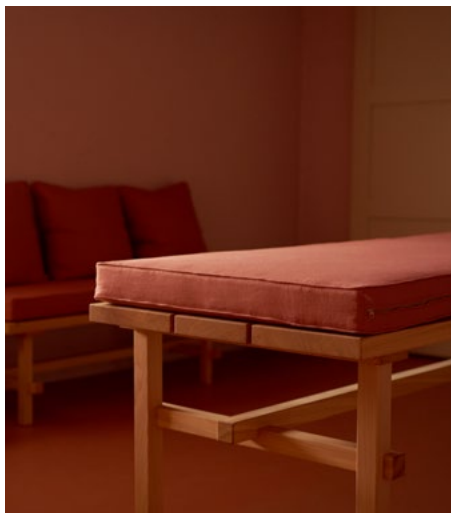
Hype DC has set the standard for footwear retail. They have maintained the same approach since their humble beginnings in 1998, carefully curating their product range, unique shop-fits and engaging visual merchandising. An unrivalled footwear experience.

HYPEDC.COM

SUBTYPE

SUBTYPE is a destination for exclusive products and releases from desirable brands and a hub for emerging talent. Their vision is to create a minimalist boutique that acts as a gallery and destination for premium sneakers and apparel that blurs the lines between fashion and street.

SUBTYPESTORE.COM



OUR PEOPLE

A Conscious Community

Nature Baby has long been a Newmarket destination for parents and families and the next chapter of the brand's journey sees the move to a new retail concept space on Melrose Street. Alongside the retail space is a dedicated practitioner room and sustainable community kitchen, COMMUNITY by Nb. Zara Overton spoke with designer and co-founder Georgia Faull to learn about the community concept.

NEWMARKET. *Nature Baby has recently relocated to a new space on Melrose Street and offers so much more than the typical shopping experience that Nature Baby customers might be used to. Can you tell us what led you to launch this new concept?*

GEORGIA. We've been lucky enough to walk alongside families on the new parent journey for the last two decades, and over that time have seen the need for a concept that supports new parents in a more holistic way.

We understand what we do is part of a bigger ecosystem so we decided to create a space where customers can connect in with other parents over a coffee, or seek advice from one of the wise women in our practitioner space.

We know what it's like to have a new baby - support and connection become more important than ever.

N. *You stock a highly considered and conscious edit of babywear and products that are high quality and made using natural, organic materials. How did you go about selecting the practitioners for the Community Space that would complement this offering?*

G. It essentially started with the amazing Libby Cain, a midwife local to our Grey Lynn flagship store who we knew looked after many of our

customers. She's incredibly experienced and well respected (she was midwife to the Prime Minister with baby Neve), and started her midwifery journey around the same time we started Nature Baby.

We met with her to work out what we could offer that would be valuable to new families, alongside care from their own midwife or obstetrician. It's certainly not a delivery suite, but we'll have practitioners running weekly appointments and workshops around holistic sleep support, lactation consulting, pregnancy and baby massage, and women's health physiotherapy to name a few.

N. *Family and community are at the heart of the business. How will the new space facilitate this?*

G. The space will work in multiples of ways to facilitate this. Firstly by having a community kitchen where parents can come together to meet, as well as being able to access support and knowledge in the practitioner space.

We've partnered with other great longstanding and fledgling organic brands to nourish the community created in the space - brands like Kokako, Pukka Tea, Boring Oat Milk and Ceres Organics.

To round this all off and to connect back out to



nature we are working with For The Love of Bees - a community group that works in Newmarket and throughout the country supporting bee colony health and sharing our regenerative, organic vision.

N. *What are some of the key learnings that the business has gained from COVID?*

G. It's all about people. We've been focusing on how our team comes together in a supportive way while being disconnected, and listening to what our customers are needing both from a physical as well as an emotional state.

N. *Favourite place to grab a coffee in Newmarket?*

G. There are so many great places - L'affaire just across from us, Little and Friday and L'Atelier du Fromage just down the road.

We're also incredibly grateful to our friends over at Kokako who are supporting our community kitchen with complimentary organic coffee – a must for sleep deprived parents to refill their cups!

N. *Caring for the environment is at the forefront of the Nature Baby ethos. What are some of the processes that go into producing and sourcing materials for organic garments?*

G. We have been working with most of our suppliers for up to 20 years, we visit their

manufacturing hubs in NZ and around the world as well as their raw material suppliers to understand what their processes are, we also heavily rely on the certification processes of GOTS – Global Organic Textile Standards and ZQ for merino so we can ensure it meets our rigorous and puritanical ethos.

Essentially they have to grow and make in the best possible way, independently audited to ensure organic status and no negative impacts on the environment or to human health.

We extended this consideration for the environment through to our fit out on Melrose, retaining original fittings and using repurposed materials wherever possible, as well as partnering with amazing local supplier The Natural Paint Co. on natural, sustainable colours in the space.

N. *For someone who may not be well versed in what organic means, what are the benefits of organic garments for babies?*

G. Certified Organic means the fibre is grown and processed without the use of any harmful chemicals, resulting in a strong yet soft fabric that's perfect for babies. Organic fibres are made in a way that looks after the environment and workers - so we can be sure we're not polluting the land or treating workers unfairly.

The integrity of the fibres in our fabrics isn't compromised by chemicals, so garments hold their shape and last, with the intention that everything is passed down. We love the story of a customer who used the same garment for their first two babies, it was then passed through another five children, and then returned to the same customer for their third baby. It's the perfect scenario – soft on baby, and soft on our planet.

N. *Do you have any advice for new parents?*

G. Don't be hard on yourself, it's the most beautiful yet challenging time in your life so try and go with the flow, trust your instincts, enjoy the small sweet moments.

NATURE BABY

14 MELROSE STREET
@NATUREBABYNZ
NATUREBABY.CO.NZ

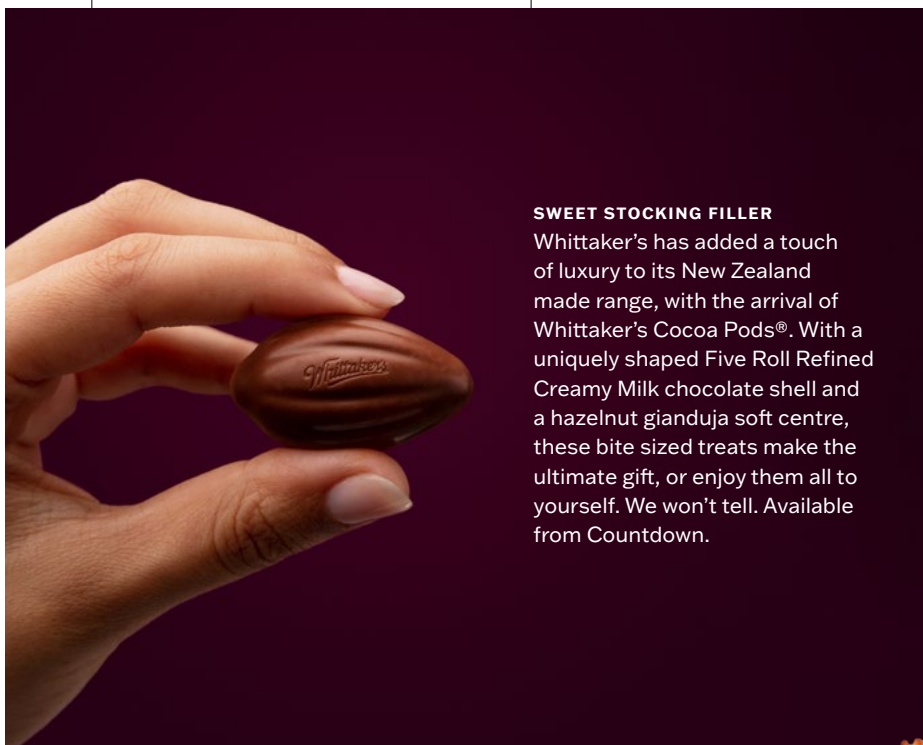


Dress: Balenciaga, Crewneck: Balenciaga, Bag: Balenciaga

NEW ZEALAND'S
HOME OF LUXURY

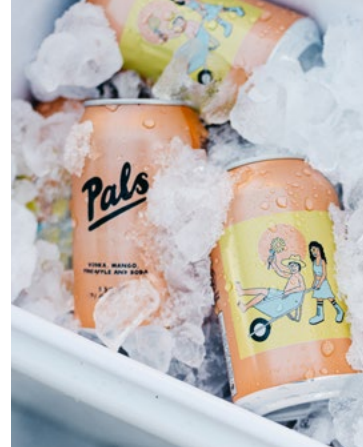
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Westfield
NEWMARKET



SWEET STOCKING FILLER

Whittaker's has added a touch of luxury to its New Zealand made range, with the arrival of Whittaker's Cocoa Pods®. With a uniquely shaped Five Roll Refined Creamy Milk chocolate shell and a hazelnut gianduia soft centre, these bite sized treats make the ultimate gift, or enjoy them all to yourself. We won't tell. Available from Countdown.



GONE TROPICAL

Just like a good pal, Pals' new tropical flavour will be the perfect summer companion. The latest launch, Vodka, Mango, Pineapple & Soda RTD, is the ultimate thirst quencher. Available at selected liquor stores.



FOOD + DRINK

The Gastronomer

Delight your tastebuds with the latest in food and drink.

OUR PICK

This is not your regular ham and cheese croissant. Daily Bread have mastered this savoury pastry, stuffed with free range New Zealand ham and cheese and topped with sesame seeds. Trust us on this one!



JOIN THE CLUB

A club sandwich is a classic that you can't beat and Bird On A Wire's new Bird Club Sandwich with beer battered chips steps things up another notch. Free range rotisserie chicken, secret bird sauce, bacon, cheese, red onion and pickles on buttery brioche alongside your favourite beer battered chips for only \$21.



HEY, HI, HELLO

There's a new RTD in town, just in time for the summer heat. With two fresh flavours, Hey Hey has launched Gin, Cloudy Pink Grapefruit and Tonic and Vodka, Peach, Nectarine and Soda. Available at Liquorland.



FOOD + DRINK

Bowl and Arrow's Cacao Crunch Smoothie Bowl

Simple and delicious, you can now create one of Bowl and Arrow's famous smoothie bowls at home. It's the perfect chocolate and salted caramel treat, minus the guilt!

INGREDIENTS

BASE:

150g frozen banana (1 small banana)
100g coconut cream
30g soaked dates
1 serving salted caramel pea protein
1 Tbsp cacao powder
Sprinkle of salt (optional)

TOPPINGS:

Cacao peanut granola
1 Tbsp coconut yoghurt
1 tsp chocolate nut butter
Coconut flakes
Chocolate coated almonds

METHOD

Blend on high-speed until just combined, not too long or it will turn into a smoothie! Pour into a bowl and top with the following ingredients for the ultimate dessert for breakfast, or choose your own fruit slices and crunchy toppings.

BOWL AND ARROW
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Cheers to all tastes.



Heineken®

THE DREAMERS

There is a lot to love about the latest Papinelle x Karen Walker sleepwear collaboration, Botanicals For The Dreamers. From cotton nighties to printed matching sets, this limited-edition collection is what we dream about.



The Spotlight

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

CONSCIOUSLY CRAFTED

Taking steps towards a more sustainable business, Bendon Lingerie has launched its first conscious range, Bendon Conscious Simplicity – a recycled range of lingerie crafted using certified materials, including recycled nylon and fishing nets.





A MINI MOMENT

Because who doesn't love a pint sized present?! Superette is upping the stakes for the festive season with a 'Make it Mini Bar'. Whether it's a secret Santa gift, stocking filler or a treat for yourself, Christmas just got that much cuter with petite presents that won't break the bank.

RUN, DON'T WALK

Women's activewear giant, STYLERUNNER has arrived on New Zealand shores, with a brand new 300sqm store at Westfield Newmarket, its largest bricks and mortar store in Australasia. Including a range of brands like Adidas by Stella McCartney, P.E. Nation, The Upside and more.



BIRKS ON THE MOVE

We all know and love the classic Birkenstock brand and now there's a new flagship store in Newmarket to get excited about near the corner of Broadway and Teed Street.

Want to see change? First you must engage

Holly Bennett (Te Arawa, Ngāti Whakaue, Ngāti Pikiao), Kaitūhono Ariki - Principal Consultant, Awhi Founder, Engage



There is nothing like a global pandemic to jolt people back to the reality that the power Governments wield is real, and the actions they take can have a considerable impact on the way we live our lives. Some believe governments exist to regulate opportunity and growth, while others believe it is to provide parameters for our behaviour and wellbeing. Regardless of what you believe the role of Government should be, they all tax, penalise, restrict, and regulate their people.

Over the past 20 months we have experienced some of the biggest restrictions and regulations in modern history. This has seen limitations on our liberties and the power balance in our country shift in favour of the state. How do we know this to be true? Talk to any hospitality or retail business forced to close their shop front at Alert Level 4 & 3 and ask how they feel to see their revenue splinter, through no fault of their own.

Restriction on liberties can be necessary of course, especially during a time of crisis. However a democracy, particularly one seeking its citizens to wilfully volunteer up their liberties, only works when everyone can participate. Participation has long been in favour of the state. That is to say, the pendulum of engagement always swings toward the Crown. This is most pronounced in the failures of the state: because who is going to kick up about something that is widely considered a success?

Take the bigger end of business in Aotearoa, in particular industries that are highly regulated. The majority of these entities have entire teams dedicated to government engagement. They are usually well heard, and heard often. Contrast this with a small business voice, who have manifestly smaller resources in both time and money. That voice is comparably quiet.

With COVID-19 still dominating our lives - and headlines - you could be forgiven for thinking that the Government's engagement programme beyond the virus has halted: it has not. A number of considerable reforms remain active: resource management reform, electoral law reform, health reform. The new engagement challenge I see small businesses facing is BAU (business as usual) style advocacy, when our lives are nothing but.

This means you must lobby smarter. Tap into all the resources available to you. Sign up to multiple pānui (newsletters) from sources of trusted information to keep across what engagement activities require your attention. Join organisations that can do the heavy lifting for you - the Newmarket Business Association is one of these. No Government has ever changed the direction it was heading because they heard through the grapevine that Joe and Marge disemboweled a policy over a brew. They respond to collective efforts, to reasoned argument, and active engagement. If you want to see change on the issues affecting you and your business, you must engage.

One of the fundamental tensions that exists in a democracy is the idea that the Government realises the liberty and equality of its citizens yet can use its legitimate institutions and mechanisms to make decisions that effectively restrict liberties. If democracy only works when everyone participates then don't be afraid to get engaged. Know the value of your voice: your democracy depends on it.

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