

EDITION 72. FEB 2022

NEWMARKET.



LUXE LEATHER

Saben's Roanne Jacobson



BE MY VALENTINE

SUMMER HUES AT HOME

BACK TO THE OFFICE

Swim with confidence



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*One free trial lesson for new customers.

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Table of Contents



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NEWMARKET. MAGAZINE HAS A DISTRIBUTION OF
60,000 PER MONTH AND IS AVAILABLE ONLINE AT
NEWMARKET.CO.NZ



STYLE

- 05 The Look of Love
- 07 Back to the Office
- 08 Comfort is Key
- 11 Saved by the Bell
- 12 Summer Hues

BEAUTY

- 14 Be My Valentine
- 15 Beauty News

OPINION BY MARK KNOFF-THOMAS

- 17 The Year Ahead

COVER STORY

- 18 Luxe Leather: Saben's Roanne Jacobson

GIFT GUIDE

- 22 The Way To My Heart

FOOD & DRINK

- 25 Burger Burger's Ultimate Fish Burger Recipe
- 27 The Gastronomer

ON THE STREET

- 28 Exploring Broadway

ARTS & CULTURE

- 31 Book Club

- 32 The Spotlight

BUSINESS

- 34 Get Your Fitness Mojo Back: How To
(Re)Discover And Keep Your Exercise Routine

À I M A I

AUCKLAND



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16 OSBORNE STREET NEWMARKET

The Look of Love

Dress to impress this Valentine's Day whether it be a picnic, enjoying a drink or dining out with that special someone.



LOOK ONE: PICNIC DATE **AJE** DASSIA PUFF SLEEVE MINI DRESS, \$515. **MI PIACI** PIRRO SLIDE, \$260. **COUNTRY ROAD** WIDE WIRED BRIM, \$109. **GLASSONS FAUX** LEATHER CROC MINI BAG, \$29.99.

LOOK TWO: DINNER DATE **JULIETTE HOGAN** SPLIT CAMI, \$299. **FOREVER NEW** PRIMROSE PETITE HIGHWAISTED PANTS, \$109.99. **SABEN** COCO HANDBAG, \$359. **NOVO SHOES** IPSWICH HEEL, \$79.90. **ZOE & MORGAN** PEARL EARRINGS, \$119.

LOOK THREE: DRINK DATE **STORM** PARISIA PINTUCK DRESS, \$369. **MERCHANT 1948** BILLY DRESS SANDAL BLACK, \$229.90. **DYLAN KAIN** THE AMELIA BLACK/GOLD LEATHER SHOULDER BAG, \$360, AVAILABLE AT DAVID JONES. **MONARC JEWELLERY** THE DOUBLE DEBBIE HOOPS, \$199, AVAILABLE AT SUPERETTE.





KAREN WALKER

YEAR OF THE TIGER

STYLE

Back to the Office

Return to the workplace in style with our sophisticated seasonal selections.



1. **ISABEL MARANT** RING HOOP EARRINGS, \$498, AVAILABLE AT WORKSHOP. 2. **WITCHERY** LEATHER DOUBLE BLAZER, \$699.90. 3. **JULIETTE HOGAN** GREER DRESS, \$649. 4. **MI PIACI LARA** MULE, \$260. 5. **DEADLY PONIES** ZIPPY, \$239. 6. **KOOKAI** MAISIE BELT, \$50. 7. **YU MEI** SONJA BAG, \$1,195. 8. **STORM** DUNE WIDE LEG PANT, \$249. 9. **SEED** POPLIN FLOUNCE TOP, \$99.95. 10. **DECJUBA** GEORGIE TIERED DRESS, \$129.90.

STYLE

Comfort is Key

Elevate your summer wardrobe with a line up of linen and relaxed shirting in neutral shades.



1. **3 WISE MEN** THE ISLA SHIRT, \$120. 2. **PATAGONIA** M'S GO TO SHIRT, \$199, AVAILABLE AT SMITH & CAUGHEY'S. 3. **COUNTRY ROAD** HERITAGE CAP, \$44.90. 4. **TRANSIT** SS T-SHIRT, \$159, AVAILABLE AT EDIT. 5. **FILIPPA K MAN** WILLIAM COTTON TROUSER, \$329, AVAILABLE AT WORKSHOP. 6. **WORKSHOP DENIM** MENS TWIN POCKET GARAGE SHIRT, \$249. 7. **DANIEL WELLINGTON** ICONIC LINK 44MM WATCH, \$359, AVAILABLE AT WALKER & HALL. 8. **RIVIERA** LINEN SHORT, \$89, AVAILABLE AT SUPERETTE. 9. **BIRKENSTOCK** ARIZONA SOFT FOOTBED GINGER BROWN, \$170. 10. **DRÔLE DE MONSIEUR** CROPPED CARROT PANT, \$429, AVAILABLE AT EDIT.

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Movement is our addiction
and we always want to go
further and be even better!
Sportswear with essence.



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STYLE

Saved by the Bell

Ensure the kiddies are colourful and comfortable when going back to school with our selection of apparel and accessories.



1. **SPORTSCRAFT** BRODERIE TOP \$59.99. 2. **WAVETRIBE** LEAF PRINT SWIM BAG, \$12.99, AVAILABLE AT FARMERS. 3. **COUNTRY ROAD** ORGANICALLY GROWN COTTON LIGHTHOUSE T-SHIRT, \$34.90. 4. **SANTA CRUZ WILLIAMS** YOUTH CARGO SHORTS, \$79.99, AVAILABLE AT KID REPUBLIC. 5. **WAREHOUSE STATIONERY** MARVEL PENCIL CASE, \$10. 6. **GRECH & CO** KIDS SUNGLASSES, \$39.95, AVAILABLE AT NATURE BABY. 7. **CLARKS** ILLUSION SENIOR SCHOOL SANDALS, \$79.95, AVAILABLE AT HANNAHS. 8. **SEED** MIDI MULTI STRIPE DRESS, \$59.95. 9. **YOUNG ORIGINAL KIDS'** BUCKET HAT, \$9, AVAILABLE AT THE WAREHOUSE. 10. **KATHMANDU** PARKER YOUTH PACK, \$79.98. 11. **SKECHERS** GIRLS' UNO LITE, \$79.99. 12. **SEED** MIDI GEO CUTWORK SKIRT, \$54.90

STYLE

Summer Hues

One way to brighten your life is to brighten your living space. Transform your home into a colourful summer oasis with these statement pieces.

1. **&K PHOTO FRAME WAVY**, \$59, AVAILABLE AT RUBY.
2. **ANGLEPOISE** TYPE 75 MINI TABLE LAMP, \$390, AVAILABLE AT CITTÀ. 3. **TEKLA** KITCHEN TOWEL, \$54, AVAILABLE AT SIMON JAMES STORE. 4. **ASSOULINE** PROVENCE GLORY, \$189, AVAILABLE AT SUPERETTE.
5. **LIVING & CO** ICE CREAM BOWL GREEN, \$5, AVAILABLE AT THE WAREHOUSE. 6. **COUNTRY ROAD** OSTEN COASTER PACK OF 4, \$12.90. 7. **NOOD** OVERLAP SOFA BED SINGLE, \$1,199. 8. **LOS OBJETOS DECORATIVOS** SEASHELL PLATE, \$239, AVAILABLE AT SUPERETTE.
9. **INDIA MAHDAVI** BISHOP STOOL, \$2,250, AVAILABLE AT CONSIGNMENT FURNITURE. 10. **HARLEQUIN** RUG ARCCOS NEPTUNE, \$1,999, AVAILABLE AT ALLIUM.



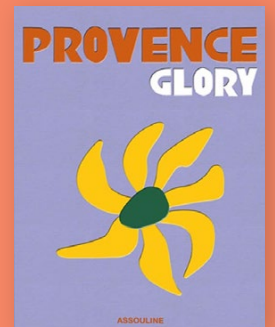
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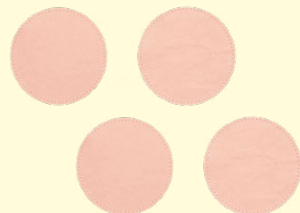
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Design Your World

Aspect Modular Fabric Sofa in Fancy Silverstreak



Freedomfurniture.co.nz

FREEDOM

HOME OF SOFAS

Flagship store - 77 Broadway Newmarket



BEAUTY

Be My Valentine

Your guide to the perfect date night look, from a radiant highlighter to a bold red lippy, we have it covered.

1. **M.A.C RUBY WOO** POWDER KISS LIQUID LIPCOLOUR, \$48, AVAILABLE AT FARMERS, MECCA.
2. **ASHLEY & CO** TINT ME LIP PUNCH, \$15, AVAILABLE AT FLO & FRANKIE, THE POI ROOM, SMITH & CAUGHEY'S.
3. **ELIZABETH ARDEN** FLAWLESS FINISH SKINCARING CONCEALER, \$58, AVAILABLE AT FARMERS, LIFE PHARMACY, DAVID JONES.
4. **BONDI SANDS** SHIMMER ONE DAY TAN, \$22.99, AVAILABLE AT UNICHEM, LIFE PHARMACY, FARMERS, CHEMIST WAREHOUSE.
5. **NARS** BRONZING POWDER, \$61, AVAILABLE AT MECCA.
6. **CHARLOTTE TILBURY** LIP CHEAT LIP LINER, \$38, AVAILABLE AT MECCA.
7. **BURBERRY BEAUTY** ICONIC EYE & FACE PALETTE, \$171, AVAILABLE AT SEPHORA.
8. **TOM FORD** ROSE DE RUSSIE EDP 50ML, \$399, AVAILABLE AT SMITH & CAUGHEY'S.
9. **SISLEY** BLACK ROSE BEAUTIFYING EMULSION, \$225, AVAILABLE AT DAVID JONES.
10. **L'OREAL PARIS** PARADISE MOONLIGHT MASCARA, \$27.99, AVAILABLE AT FARMERS, CHEMIST WAREHOUSE, LIFE PHARMACY.
11. **MECCA MAX** OFF DUTY BLUSH STICK, \$20, AVAILABLE AT MECCA.
12. **OPI** NAIL LACQUER, \$19.95, AVAILABLE AT LIFE PHARMACY, FARMERS, CHEMIST WAREHOUSE



ENERGISED UNDEREYES

As the social calendars get busier, one of the signs of one too many late nights comes in the form of puffy eyes. Dermalogica's Awaken Peptide Eye Gel is just the solution, instantly cooling and soothing with a caffeine-packed formula that depuffs the eye area and minimises dark circles and fine lines.

DERMALOGICA AWAKEN PEPTIDE EYE GEL, \$109, AVAILABLE AT FARMERS, DAVID JONES, LIFE PHARMACY

BEAUTY

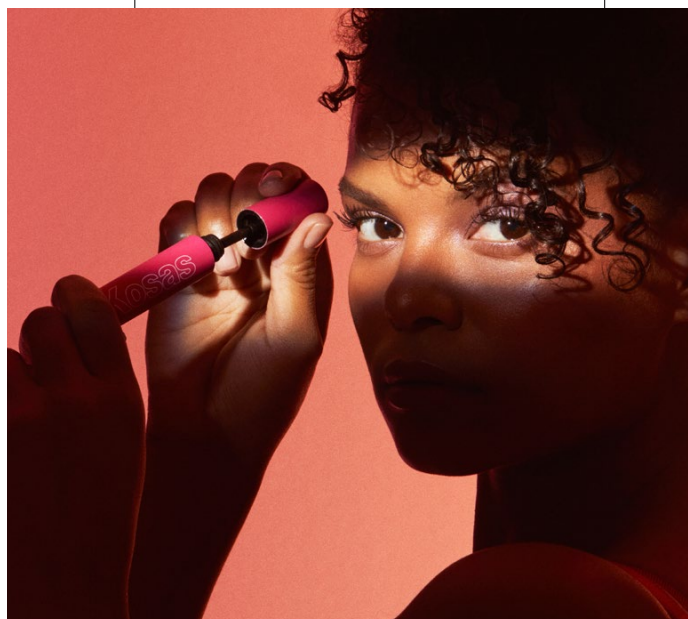
Beauty News

The latest beauty products that you need to know about.

GO BIG OR GO HOME

We're spoilt for choice when it comes to a mascara for every desire, but it's Kosas' best-selling The Big Clean Mascara which has caught our attention with a new and improved formula. To address undereye smudging, the revamped mascara lash-serum hybrid is now longer wearing, containing plant-based sugars that act as a natural binder and lengthens, separates, and adds volume.

KOSAS THE BIG CLEAN LONGWEAR VOLUMIZING + LASH CARE MASCARA, \$42, AVAILABLE AT MECCA



SMOOTH LIKE BUTTER

Often much of our skincare routine is dedicated to the face, and when it comes to the rest of our bodies, it's a different story. Identifying a gap in the market for clean, luxurious body-care products, New Zealand brand Tronque was born, launching three innovative plant-based products including a Firming Body Butter, Scar Concentrate and Exfoliating Serum. And how about that packaging?

TRONQUE RICH AS CROESUS FIRMING BUTTER, \$130, AVAILABLE AT SMITH & CAUGHEY'S, SIMON JAMES STORE

SUN SAFE

Living in New Zealand, protecting your skin from the harsh sun is a health non-negotiable. That's where Bondi Sands' Hydra UV Protect SPF 50+ Face Fluid comes in. A high performing sunscreen with an affordable price tag, this formula is ultra-lightweight and easy to layer.

BONDI SANDS HYDRA UV PROTECT SPF 50+ FACE FLUID, \$24.99, AVAILABLE AT FARMERS, UNICHEM, LIFE PHARMACY, CHEMIST WAREHOUSE



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Discover designer home brands Pols Potten, Kartell, Jonathan Adler
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The Year Ahead

by Mark Knoff-Thomas

Happy 2022! Well we certainly can't complain about the summer weather. I hope you managed to find some time to relax and recharge over the past month or so.

We enter another new year with the lingering uncertainty of COVID, and now with Omicron attacking the border. Who knows what this year will bring, but best guesses/ wishful thoughts suggest that 2022 may/ potentially/ fingers crossed be the final act for COVID.

The precinct has had a positive start with the activation (finally!) of the traffic lights at the intersection of Broadway and Morrow Street. This crossing has been hazardous for many years, so lights here were long overdue. They were set to be up and running almost 2 years ago - very much a case of better late than never. Speaking of lights, in the coming months new traffic lights will be added at the Teed Street/ Broadway/ Train Station crossing. Many thousands of pedestrians, especially children during school term, cross here each day. They are forced to teeter on the small refuge island and weave their way through cars to get to the other side. Having lights here was not our preferred option, we had much grander ideas, and dreamt of a huge "Mega Crossing Zone" from Remuera Road to Teed Street, however after seeing various traffic modelling scenarios this just wouldn't have been feasible nor safe. I have been assured that all the lights along Broadway, of which there will be many, will synchronise. Time will tell.

Back to business, Newmarket is looking forward to a strong year, off the back of two years that have been highly unpredictable. We finished 2021 well, but certainly didn't see the same level of post-lockdown shopping surges that we experienced in 2020. Some businesses have however reported record sales, so as ever we are grateful for your support. Hospitality, fitness and personal service providers like hairdressers, barbers, beauty therapists, physios

etc really need as much support as possible. It's a good excuse to eat out or order takeaways more often, you'll be doing a public service for the sake of the economy!

We had a slew of new stores open in the closing weeks of last year, and some very big names set to open soon, in fact Gucci should be open inside Westfield's ground floor luxury mall by the time you get to read this. Other newbies include: Sculpt Luxury Nail Lounge beside David Jones; Oscar Wylee on Broadway near Smith & Caughey's; Confide Barbers on Broadway beside House of Travel; French Country down the far end of Morrow Street; Body Fit Training in Kingdon Street; AIMAI boutique in Osborne Street; OFF & ON have relocated from Osborne Street to York Street just along from Best Ugly Bagels. And opening soon we have: Reece Bathroom Showroom beside Freedom Furniture on Broadway and Anytime Fitness on Crowhurst Street. And there are more to be announced.

Our developments across Newmarket are still on track: Mansons are well out of the ground now with their upcoming 6 green-star rated office block on Carlton Gore Road; the Fiore5 apartment building is also rising quickly in Kingdon St; we should see some building activity at The Warehouse site later this year with new apartment blocks and townhouses earmarked for the huge site.

Finally, many of our sectors are short-staffed, and with COVID in the community this adds even more pressure. So, if service is a little slower or staff are not fully up to speed, please be patient.

Time to buckle in and get set for an exciting ride.

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

LUXE LEATHER

Saben's Roanne Jacobson

COVER STORY

Practical without compromising on aesthetic and design, New Zealand luxury accessories label Saben is a favourite among the fashion set, with styles that surpass time and trends. Zara Overton caught up with founder, Roanne Jacobson to learn more about the Saben story and the brand's arrival to Newmarket.



NEWMARKET. *Can you tell us about your background and how Saben came to be?*

ROANNE. It all started when I was living in New York. It was the shopping capital of the world and I couldn't find a handbag that was beautiful and functioned well. When I arrived back in New Zealand, I started making my own in my parents' garage. Twenty years later, Saben is stocked across 80 retailers in New Zealand and Australia and our third bricks and mortar boutique on Teed Street opened after last year's long lockdown.

N. *What made you decide to open a store in Newmarket?*

R. I've always loved Teed Street as a shopping destination - it has a great vibe with so many lovely independent New Zealand boutiques. I knew I wanted Saben to move in. It might seem like a crazy thing to open another bricks and mortar boutique in a Covid world but our customers love coming in to try on bags, experience them and see how they function and how they would work to control the chaos of their crazy lives.

N. *Opening during this time must have come with its challenges. How have you adapted your business to manage through COVID?*

R. Has it ever! The Teed Street boutique was supposed to open its doors in August 2021 but we all know what happened then. I had to remind myself that it was all out of my control, just roll with it and be prepared for when the country opened up again. As soon as we moved into Level 3, we hit go and the boutique opened its doors in mid-November, 2021.

N. *Saben's Autumn Winter 22 collection introduces more trans-seasonal colour palettes, utilitarian aesthetics and architectural silhouettes. What was the inspiration behind 'The Great Outdoors'?*

R. The collection is designed with 'the essentials' in mind - the collection is refined and sophisticated, anchored by earthy yet regal tones like Tussock, Berry, Navy & Tan, alongside intriguing python prints and mineral elements exemplified by chunky gold chains. There's also a nod to nostalgia with some vintage inspired silhouettes, Bea and Chelsea.





N. *Where do you get your inspiration from?*

R. I'm inspired by places I've visited, people I know, street style, art, books. It might seem cliché but I get my inspiration from everywhere.

N. *What are some defining characteristics of a Saben accessory/bag?*

R. Saben is a brand where timeless style and functionality intersect. Every detail in a Saben bag is deliberate and created with intent. The strategically placed internal pockets, the internal clip for your keys, removable and adjustable straps that allows the wearer to personalise how they style it. It's all been obsessively tested. Our bags need to work as hard as you do while still being worthy of being shown off.

N. *Supporting women is big part of Saben's story. Can you explain more about the initiatives and ways in which you do this?*

R. When I started Saben, finding women who would talk to me and guide me through starting a fashion business was near impossible. It took one very generous character to finally give me some insights and guidance. I love giving women a leg up and a voice.

We have built a community of likeminded women so I feel it's my purpose to champion them through our Women In Business series – we celebrate women doing amazing things in their fields.

N. *How do you juggle the demands of motherhood with running a business?*

R. The juggle is real! Especially over the last 3 months of 2021 working from home, homeschooling and opening a new retail space, all while trying to stay sane. Forcing myself to step away from it all has been the secret, taking time out during the day to take the dog for a walk gives me time to reset and refocus on the 1001 things on my to-do list.

N. *More recently Saben has branched into footwear with a selection of sneakers and slides, taking fashion and functionality a step further. Why this move?*

R. Saben is synonymous for classic bags and we felt the natural next step was to move into other classic accessories – what's more classic than a white sneaker? After a successful first season, you're likely to see more footwear from us later this year. Watch this space.



N. *If you could go back and tell yourself one thing before starting your career, what would it be?*

R. Don't wait until you have everything perfect. Hire your weaknesses.

Your customers are your greatest ambassadors. I was instore the other day and was helping a client, although really the client's friend was doing the helping. She loved her bag and was convincing her friend to buy one.

N. *You must own quite the collection of bags! How many?*

R. Eeek... I stopped counting and instead started cataloguing them for the archive.

N. *What is on your summer reading list?*

R. Shuggie Bain – a friend recommended it to me and I've finally got my hands on a copy. When I'm done with that, I'll pick up and re-read Zadie Smith. Everything she writes is amazing.

N. *Can you tell us the story behind your best-selling piece?*

R. Our bags always start with a vision of what I want to wear, and they get modified until they are not only the perfect silhouette but they also answer every requirement I have. I designed Frankie as I wanted a relaxed bag that looked dignified for the workday while still looking casual for the weekend. Designing with intent means everything has a purpose, the flap over zip pocket works to keep items locked and lovely while also functioning as the bag closure. The Fifi was developed as a smaller version with all the features just a little more petite.

N. *The intersection of bricks and mortar and technology has only become more crucial over the last 10 years. How has the world of digital shaped your business?*

R. It's hard to remember a time when the business



didn't have digital technology. After 20 years we've seen it all come and go – in the last decade we've seen digital marketing tools like Instagram bridge the gap between marketing and community to connect with customers and fans in a meaningful way. It's exciting to think how that will continue to evolve in another 10 years.

N. *Top five handbag essentials?*

R. *Dermalogica high protection SPF moisturiser* (seriously the best SPF moisturiser ever, it's not greasy or sticky, perfect for those hot NZ summer days). *Curionoir diaphanous* pocket size perfume *Saben Grace keyring* as the long webbing tail allows me to find my keys easily when I'm too lazy to use the purpose-built keyring dogclip inside my bag *Notebook* – My Papier HQ Master Plan. I love cataloguing my thoughts, notes and inspirations with pen and paper. *My Sam wallet* – it might sound weird but I love the click sound the magnets make when they close.

N. *What steps is Saben taking to become a more mindful business, socially and environmentally?*

R. It's been a continuous journey for us, as a business, it's not something you can ignore. There's a lot of jargon and green-washing out there and it's something we try to stay away from. Before being an environmentally or socially conscious business was at the forefront of people's minds, Saben was operating with that mindset. We've always produced our bags in limited runs, there's never been over-production, and we use top quality materials as our pieces are designed to last a lifetime. Lots of our customers buy themselves a Saben to celebrate the moments in life and is special to them – it's very special knowing Saben is part of their journey.

N. *What's next for Saben?*

R. Our 20th birthday this year! Some people have a birthday month, we're having a birthday YEAR! Stay tuned for year-long celebrations...



The Way To My Heart

Show your significant other how much you appreciate them with our carefully curated gift guide.

1. **TOM FORD** OUD WOOD CANDLE BOUGIE, \$204, AVAILABLE AT SMITH & CAUGHEY'S, DAVID JONES.
2. **ELLE + RILEY** HEART SOCKS, \$99. 3. **SOPHIE BUHAI** SIMPLE BAROQUE PEARL COLLAR, \$998, AVAILABLE AT SIMON JAMES STORE. 4. **CHURCH ROAD** 1 REDSTONE MERLOT 2019, \$120, AVAILABLE AT GLENGARRY WINES. 5. **COUNTRY ROAD** ORGANICALLY GROWN COTTON MODERN LOGO DUFFLE, \$109. 6. **PLEASURE STATE** SILK EYEMASK, \$49.95, AVAILABLE AT BENDON LINGERIE. 7. **PAPINELLE SLEEPWEAR** WASHABLE SILK BOXER PJ, \$219.99. 8. **RUBY WAVE** BEACH TOWEL, \$99. 9. **DYSON** VALENTINE'S DAY SUPERSONIC RED, \$649, AVAILABLE AT DAVID JONES. 10. **TIFFANY & CO** TIFFANY & LOVE FOR HIM EDP 90ML, \$160, AVAILABLE AT FARMERS, SMITH & CAUGHEY'S, LIFE PHARMACY.



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Who's your Newmarket crush?

BE IN TO WIN*
A \$1,000 HUMM
RETAILER VOUCHER

Help us recognise our hummazing customer service staff of Newmarket

We're thrilled to be partnering with the Newmarket Business Association to recognise the hummazing customer service staff who help make the Newmarket precinct Auckland's premier fashion, beauty, health, and entertainment destination.

Let's celebrate your Newmarket customer service crush of the month! Nominate any customer service staff, from dentists to salons to retail, whether they've styled your hair to perfection, found you the last pair of sneakers, squeezed you in last minute or wowed you with their awesomeness.

In February, we'll be awarding someone's humm crush of the month a \$1,000 humm

retailer voucher, with one lucky nominator (it could be you) also receiving a \$1,000 humm retailer voucher. Two additional winners (nominee and nominator) will be drawn March - June to receive a \$250 voucher for the humm retailer of their choice.

So, whoever's customer experience you're crushing on in Newmarket (for ANY customer service experience) check out the website and nominate them yourself!

Nominate now at newmarket.co.nz

NEWMARKET. X  **hummm®**

*Ts&Cs apply

Oasis of calm

Create a cool, relaxing haven from the heat with bed linen, homeware and sleepwear made from light, breathable and natural fabrics. In fresh patterns and unique designs, discover our new collection for your summer home.



Rosedale • Takapuna • Ponsonby • Newmarket
Cambridge • Napier • Wellington • Christchurch
wallacecotton.com

WALLACE COTTON

Burger Burger's Ultimate Fish Burger

Impress the family at your next summer barbeque with the fish burger of all fish burgers, complete with pickles, beetroot and a fried egg!



SERVES 4

INGREDIENTS

- 4 burger buns, buttered
- 6 **tablespoons** tartare sauce
- 8 **tablespoons** tomato jam/relish
- 8 slices pickle
- 8 slices tomato
- 4 leaves cos lettuce
- 4 **tablespoons** American mustard
- 4 eggs
- 8 slices beetroot
- 4 slices tasty cheese
- 4 fish fillets
- ¼ red onion, sliced
- ¼ lemon
- PANKO CRUMB**
- Flour
- 1 egg
- Panko crumbs

METHOD

1. Put flour, 1 egg (vigorously stirred with a fork), and panko crumbs into 3 separate bowls. Take one fish fillet & dust each side with the flour, then dip each side in the egg, then place each side in the panko crumbs. Repeat for each piece of fish and set aside.
2. Chop the tomato, pickles, red onion and set aside with the washed lettuce leaves.
3. Warm oil in a fry pan and place panko-crumbed fish inside to cook. Turn once golden.
4. As fish fillets are cooking, fry the four eggs in another pan. Season the fish and eggs with salt and pepper.
5. While fish and eggs are cooking, add the buns (butter side down) to either pans and allow to toast. Remove once golden.
6. Remove the fish and eggs from the heat. Squeeze lemon juice over the fish.
7. Top the bottom half of each toasted bun with a tablespoon of tomato jam, 2 slices of beetroot, and then the fish. On top of the fish, add a leaf of lettuce, 2 slices of tomato, 1 slice of cheese and a fried egg.
8. On the underside of the top bun half add 1 tablespoon tartare sauce, 2 slices of pickles and some sliced red onion.
9. Place the top and bottom together and serve.



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5 Kingdon Street, Newmarket. Ph: 09-218 9977



OUR PICK

A favourite summer breakfast is often one that's fresh and fruity and we've tracked one down in Newmarket that's hard to beat. Located on Teed Street, Bambina's Coconut Panna Cotta & Granola packed with fresh fruit is as delicious as it is beautiful.

SUPERFOOD SEASON

New year, new you? Matcha tea is having a big moment in the health and wellness space, packed with antioxidants and a delicious alternative to coffee, this healthy super drink is an ancient elixir. With a range of 100% pure, organic, premium grade green tea powders and collagen powder brands, Thea is a New Zealand brand that will be sure to step up your matcha game. Available from Smith & Caughey's, Superette and www.theamatcha.com.



FOOD + DRINK

The Gastronomer

Delight your tastebuds with the latest in food and drink.



THE FRENCH

There's something about a good sandwich that's hard to beat, especially when each bite has an amazing combination of soft and crispy pork. Osborne Lane's dedicated sandwich hole-in-the-wall The Hungry Swine has a new menu item that will make your mouth water. Introducing THE FRENCH - 4 hour roasted pork belly, truffle Dijonnaise, soused red onion, grilled Swiss cheese & rocket.

BEANS FOR THE BETTER

Coffee Supreme have not only nailed their coffee blends, but they've also taken the brand packaging to the next level by introducing New Zealand's first paper recyclable coffee bags in an effort to reduce plastic and landfill. Grab your favourite Coffee Supreme bag or fresh brew from Daily Bread, located inside Città on Morrow Street.



ON THE STREET

Exploring Broadway

Broadway has long been one of Auckland's top destinations for retail, dining and meeting with friends. Its lively atmosphere, array of shops and connection to the rest of the precinct is what keeps people visiting all year round.



AROMA INDIAN CUISINE

Aroma Indian Cuisine promises a dining experience that will transport you to another world. All dishes are made completely fresh, offering a wide range of authentic Indian cuisine to suit anyone's tastes.

LEVEL 1 RIALTO CENTRE FOOD

COURT 153/185 BROADWAY

AROMAINDIANCUISINEONLINE.CO.NZ

AS COLOUR

AS Colour designs and manufactures quality basics. They believe in taking their time with every product they make. They only design and produce premium apparel that will stand the test of time.

205 BROADWAY

ASCOLOUR.CO.NZ

BLAZE

At BLAZE the team love to create beautiful, cheeky, playful and wearable hair. Finding the perfect colour or haircut for you starts with the perfect consultation. Book in your complimentary consultation and the professionals will talk you through it.

350 BROADWAY

BLAZEHAIR.CO.NZ



**DOVE HOSPICE**

Dove Hospice is a local non-profit organisation that specialise in care that enhances holistic well-being from the time of diagnosis of a life-threatening illness. The organisation fundraises by selling quality pre-loved goods donated by their local community.

255 BROADWAY

DOVEHOSPICE.ORG.NZ

ECCO SHOES

If you believe you're at your best when you're comfortable, stylish, and supported, then ECCO Shoes make the footwear for you. The brand's locally owned stores showcase a diverse range of women's and men's shoes, timeless bags and accessories.

192 BROADWAY

ECCOSHONES.CO.NZ

EMBROIDME

EmbroidMe helps businesses become more visible through branded uniforms and promotion products. Branded products allow people to see the brand, associate the brand and recognise the brand.

402B BROADWAY

EMBROIDME.CO.NZ/STORES/NEWMARKET

EUROSTYLE

Eurostyle blends traditional retail with contemporary menswear. They're not a minimalist shop with methodical places for jeans and neatly racked shirts. Instead, they're stocked more like a market bazaar; an eclectic mix of business wear, shirts, tops, jackets, shoes and accessories.

163 BROADWAY

EUROSTYLE.CO.NZ

FREEDOM

For nearly 40 years, Freedom have been creating beautiful furniture at great prices, with new styles curated especially for you, from comfort in the living room, lighting designed in-house and New Zealand-made sofas and dining furniture.

77 BROADWAY

FREEDOMFURNITURE.CO.NZ

HILTON BROWN

Hilton Brown provides swimming lessons for all ages & abilities from 3 months through to adults. They are a family run business with over 40 years of operation in New Zealand.

77 BROADWAY

SWIM.SCHOOL.NZ

JESSICA COUTURE

Jessica Couture celebrates every bride with a range of couture wedding dresses, showcasing timeless styles that speak volumes of romance no matter the seasonal trend. Their objective is to guide their brides in finding the perfect dress – the one that makes her heart flutter whilst bringing out her very best.

2A, 1ST FLOOR/255 BROADWAY

JESSICACOUTURES.COM

MODES EVENTWEAR

Dressing the women of New Zealand for all their red carpet moments for over 30 years. Modes is the destination store for black tie, ball wear, race wear and Mother of the Bride. The spacious Newmarket store is filled with natural light, featuring high ceilings, seating, and an ambient environment. The perfect setting to say yes to your dream dress.

160 BROADWAY

MODES.CO.NZ

PARTRIDGE JEWELLERS

Partridge Jewellers, synonymous with beautiful, handcrafted jewellery and Swiss watches has recently moved into the luxury precinct at 277 Broadway. The new boutique offers an improved retail experience for shoppers and a large selection of international brands.

277 BROADWAY

PARTRIDGEJEWELLERS.COM

PONY PROFESSIONNEL

Pony Professionnel is everything for healthy hair, curated by experts in an oasis of pampering and personalised service. Through professional diagnosis, the Pony Professionnel stylists treat each client with ground-breaking technologies, luxurious textures, unique fragrances and an expert massage.

290B BROADWAY

PONYPROFESSIONNEL.CO.NZ

REGAL DRYCLEANERS

The messiness of life should never get in the way of great style. Voted Auckland's best drycleaner, Regal makes it easy to meticulously clean your garments and accessories, while being kind to the environment.

402 BROADWAY

REGALDRYCLEANERS.CO.NZ

RETREAT

Retreat is your one-stop-shop for all of your candle needs including a refill service and candle personalisation. The business is 100 percent NZ owned and established, offering customers the largest selection of premium candles and fragrance products available in any one location.

RIALTO CENTRE, 163 BROADWAY

RETREATNZ.CO.NZ

RIALTO CINEMAS

Rialto Cinemas is the largest arthouse cinema in Auckland and features seven large stadium-style cinemas with luxury seats, and mini tables for your wine. Based in the heart of Newmarket, the team strive to screen the best and most diverse selection of films, film festivals and Beyond Film content such as art documentaries.

167/169 BROADWAY

RIALTO.CO.NZ

ROUTE 66

Route 66 is the ultimate jean store with the best selection of denim from the world's leading brands. Complimented with a selection of streetwear labels both local and international, Route 66 is truly an iconic destination store for both men and women.

180 BROADWAY

ROUTE66.CO.NZ

SMITH & CAUGHEY'S

Smith & Caughey's is one of New Zealand's best-loved department stores, renowned for its personal approach and attention to detail. The brand's Newmarket store offers an outstanding collection of Men's and Women's Fashion, Fine Fragrance, Cosmetics, Accessories, Home, and more.

225 BROADWAY

SMITHANDCAUGHEYS.CO.NZ

THE BROADWAY DINER

First established in 1948, The Broadway Diner is open nightly and serves old-fashioned burgers, meals, toasted sandwiches, and chunky chips to order, proudly upholding the standard set from the very day it opened.

276 BROADWAY

@THEORIGINALBROADWAYDINER



TIMBERLAND

Timberland is back in Newmarket! Located on the corner of Broadway and Teed Street, the new store has a fresh look housing a wide range of footwear, clothing and accessories.

203 BROADWAY

TIMBERLAND.CO.NZ

TRITON HEARING

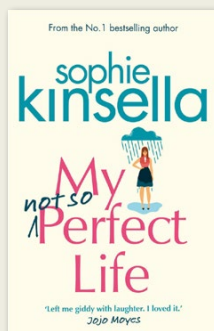
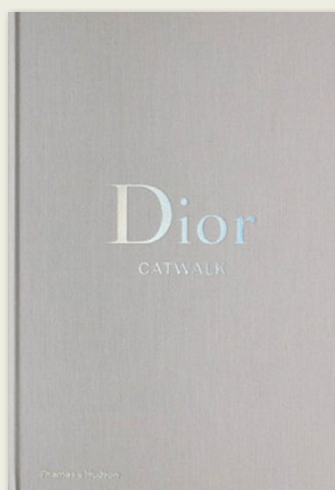
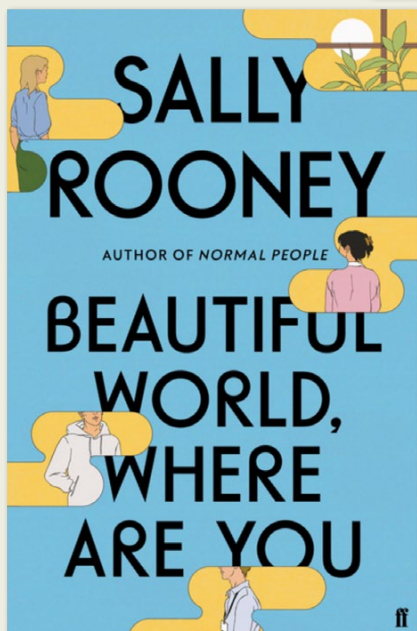
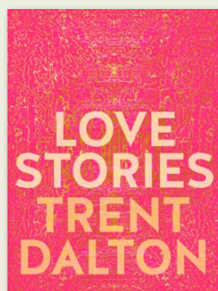
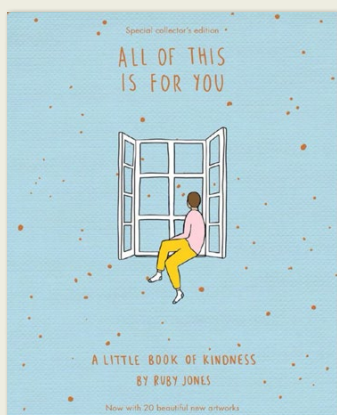
You're invited to take a journey of discovery into the future of hearing, at Triton World of Hearing. They are the only hearing care company in New Zealand to offer a Better Hearing Guarantee, meaning you can rely on them for genuine, honest advice.

255 BROADWAY

TRITONHEARING.CO.NZ

Book Club

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



BEAUTIFUL WORLD, WHERE ARE YOU BY SALLY ROONEY, \$29.99, AVAILABLE AT WHITCOULLS
Following the success of her acclaimed novel *Normal People*, Sally Rooney has once again brought an incredible story to the literature world. Set in Dublin, Ireland, *Beautiful World, Where Are You* follows two best friends from college, who, now at the age of 30, are desperately trying to find meaning in a troubled world.

DIOR CATWALK BY THAMES AND HUDSON, \$120, AVAILABLE AT SUPERETTE
A stunning coffee table book, *Dior Catwalk* shares a glimpse into the world of fashion house Christian Dior from its founding in 1947 to today. Featuring over 170 collections presented through original catwalk photography, you'll find it difficult to put this piece of art down.

MY NOT SO PERFECT LIFE BY SOPHIE KINSELLA \$25.99, AVAILABLE AT WHITCOULLS
Witty and charming, *My Not So Perfect Life* will relate to every young woman trying to find her feet. Part love story, part workplace drama, the book follows Katie Brenner, a young woman living in a tiny London flat, with an admin job and an Instagram profile that doesn't represent her true self. Desperately wanting the life of her glamorous boss, Brenner eventually comes to terms with the fact that the judgements we make in a social media-obsessed world aren't always true.

ALL OF THIS IS FOR YOU SPECIAL COLLECTOR'S EDITION BY RUBY JONES, \$22, AVAILABLE AT THE WAREHOUSE
The last couple of years have been a confusing and stressful time for many of us, with a global pandemic and the uncertainty of when things will go back to normal. In times like these, it is essential to stay positive and lift each other up. *All of This Is For You* is a book that does exactly that. Inside, celebrated artist, Ruby Jones shares dozens of heartfelt, hand-lettered artworks and messages, reminding us of how lucky we are to be here and how we can be kinder to ourselves and the people around us.

LOVE STORIES BY TRENT DALTON, \$34.99, AVAILABLE AT WHITCOULLS
Best-selling author and one of Australia's finest journalists, Trent Dalton, spent two months in 2021 chatting to people from all walks of life, asking them one simple question 'Can you tell me a love story?' The result? An immensely warm, funny and moving novel describing love in all of its forms. Through both his sourcing and exceptional writing, Dalton brilliantly pays tribute to the greatest thing we will experience and the one thing we need above all else, love.

COOL AS A CUCUMBER

Bringing a fresh outlook to 2022, RUBY's latest collection Cucumber, embodies everything we know and love about summer. Featuring a soft colour palette of sunshine, tangerine, sky blue and lilac, each piece pays tribute to the season of warm weather, bright skies and relaxation.



The Spotlight

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

FRENCH FURNISHINGS

Bringing homes to life, the highly anticipated French Country is now open in Newmarket, located at 34 Morrow Street. Blending classic appeal with modern-day aesthetic, the brand offers a vast variety of homewares inspired by the simple luxury of the French way of life. Whether it's elevating your dining space or transforming the bedroom, French Country is your one-stop-shop.





STATE OF THE ART

Created in 1969, Marte Szirmay's 'Smirnoff' sculpture was the first large abstract work to be commissioned in Auckland. Made from aluminium, the sculpture's eight interlocking pieces portray movement and life, despite the absence of organic forms. Situated on the corner of Khyber Pass Road and Broadway, Smirnoff is just one of the many artworks in Newmarket that give the precinct its unique flare.

EXHIBITION ALERT

Railway Street Studios welcomes new exhibition, Waymarking by Jo Dalgety, from 3 - 22 February. Waymarking explores the markers that people leave within their landscape, and the markers or memories that landscape leaves in people. On show at 8 Railway Street.



THE YEAR OF THE TIGER

As Lunar New Year arrives, Burberry is celebrating the year of the tiger with a collection that reimagines some core pieces featuring tiger stripe prints, orange hues, and bright orange B motifs.



BUSINESS

Get Your Fitness Mojo Back: How To (Re) Discover And Keep Your Exercise Routine

Ondrej Grulich, Co-Owner, Body Fit Training Newmarket

It is common to experience less motivation and stress following a lengthy lockdown or after a long holiday, especially if you haven't exercised much and have lost your routine.

Slowing down and taking stock is also an opportunity to reflect on the importance of communities. Our technology is great for a bit of down time, but it is face-to-face communities that are crucial in our long-term emotional and physical recovery, and that help us weather future crises. This might mean reconnecting with communities we've neglected or connecting with new ones.

Here at BFT Newmarket we fully appreciate the vital role of inclusive and supportive culture in maintaining a healthy, strong and sustainable fitness routine, and we pride ourselves on an amazing community that fully embraces and lives these values.

With that in mind, we will share a few good tips and tricks from our learnings to help get you back on track and back to your exercise routine:

1. ALWAYS PACK IN ADVANCE.

It is a lot easier to make excuses and not go to the gym if you aren't ready.

2. PRACTISE SELF-AWARENESS.

If something challenging comes up, acknowledge it and talk to someone you trust. It may help you release some emotional tension.

3. BE ACCOUNTABLE TO SOMEONE.

BFT is a community. Make friends with other gym members and make them "workout buddies". Check up on one another.

4. PROGRESSIVE OVERLOAD.

Monitor your improvements. Keep testing your strength and cardio capacity. Opt for pushing yourself and monitoring your progress. Set your goals and achieve them!

5. PRACTISE MINDFULNESS.

We create a lot of stress for ourselves by refusing to see things as they really are. We persist in wishing that things were how we want them to be. Bringing mindfulness to a stressful situation immediately changes it. Awareness gives you a space in which to see the situation as it really is, and allows you to see your own response to it. This space reduces the strength of your reaction, which in turn, lowers your stress response. Mindfulness practise can allow you to build up your own resources, so that you are better able to cope when change occurs.

Make 2022 YOUR YEAR by choosing to take good care of yourself, physically and emotionally!



S A B E N

1 TEED ST, NEWMARKET

SABEN.CO.NZ

FRENCH COUNTRY COLLECTIONS



NEWMARKET STORE NOW OPEN

NEWMARKET

34 Morrow Street, Newmarket, Auckland
Mon-Sat 9am-5pm | Sun 10am-4pm

PONSONBY

6 Jervois Road, Ponsonby, Auckland
Mon-Fri 9am-5pm | Sat 10am-5pm | Sun 10am-4pm

WWW.FRENCHCOUNTRY.CO.NZ