

EDITION 73. MARCH 2022

# NEWMARKET.

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AUTUMNAL HUES

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## Future Focused Fashion

The brand building a greener future

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containers in to  
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**SABEN**

1 TEED ST

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STYLE

# Cult Favourites

Elevate your day-to-day looks with our selection of top trending accessories.

1. **ZOE & MORGAN** BIANCA EARRINGS, \$119. 2. **COUNTRY ROAD** HERITAGE LOGO CAP, \$44.90. 3. **JASMINE SPARROW** VICTORIE NECKLACE IN GOLD, \$849, AVAILABLE AT MUSE. 4. **BY CHARLOTTE** LOTUS AND LITTLE BUDDHA SHORT NECKLACE, \$219, AVAILABLE AT SUPERETTE. 5. **SAINT LAURENT** HOBO IN NATURAL CROCHET RAFFIA AND BRICK VEGETAL LEATHER, \$2,520. 6. **YU MEI** SCRUNCHIE VI BAG, \$579. 7. **RUBY** PALOMA HAIR CLAW, \$19. 8. **BALENCIAGA EYEWEAR** SUNGLASSES, \$675, AVAILABLE AT SUPERETTE. 9. **DEADLY PONIES** MIMI BELT, \$199. 10. **SEED** TEXTURED BRACELET SET, \$34.95. 11. **CHLOÉ** WOODY LOGO SLIDE, \$559, AVAILABLE AT WORKSHOP. 12. **MICHAEL KORS** JET SET SMALL PEBBLED LEATHER WALLET, \$179. 13. **ISABEL MARANT** CASTAY ANKLE BOOT, \$998, AVAILABLE AT WORKSHOP.



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STYLE

# Autumnal Hues

There's nothing quite like the colours of autumn and where better to include them than throughout your wardrobe.



1. **MAX** LIBERTY FACE MASK, \$49.99. 2. **ANINE BING** TIFFANY SHIRT, \$299, AVAILABLE AT SUPERETTE. 3. **SPECSAVERS** HARP SEAL SUN RX, 2 PAIRS SINGLE VISION \$169. 4. **HARRIS TAPPER** SYLVIE TOP, \$493, AVAILABLE AT MUSE. 5. **HARRIS TAPPER** SOFIE SKIRT \$379, AVAILABLE AT MUSE. 6. **MI PIACI** LEXI, \$260. 7. **MOOCHI** INLAID MIDI DRESS, \$429. 8. **WITCHERY** LINEN HIGH RISE PANT, \$199.90. 9. **DEADLY PONIES** CRUSH TOTE MINI, \$549. 10. **NICOLE REBSTOCK** THEA BOOT, \$389. 11. **AJE** BYBLOS MINI SKIRT, \$320. 12. **R.M. WILLIAMS** ALBANY JACKET, \$899.





# SEE IT IN STYLE

An intimate cinema with a boutique vibe.  
Prepare to be wowed by the unique décor,  
designer boutique recliners, service at your  
seat and the best cinema sound and picture.

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at EVENT Cinemas Newmarket.

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STYLE

# Health is Wealth

The latest styles and accessories for the health-focused woman.



1. **RUBY MARKET BAG**, \$5. 2. **BALA THE POWER RING**, \$129, AVAILABLE AT **STYLERUNNER**. 3. **P.E NATION COURTSIDE CAP**, \$79, AVAILABLE AT **SUPERETTE**. 4. **NANUSHKA LONA BIKINI**, \$495, AVAILABLE AT **MUSE**. 5. **PUMA STUDIO TEXTURED SKIMMER HOODIE**, \$79.99, AVAILABLE AT **FARMERS**. 6. **NEW BALANCE XC-72**, \$200, AVAILABLE AT **HYPE DC**. 7. **ADIDAS WOMENS M4R 7/8 TIGHT**, \$79.99, AVAILABLE AT **REBEL SPORT**. 8. **KIKKI.K FOOD, EXERCISE, SLEEP JOURNAL: INSPIRATION**, \$24.99. 9. **AJE ATHLETICA BONDED SEAM TRAINING SPORTS BRA 310**, \$135. 10. **FRANK GREEN ULTIMATE CERAMIC REUSABLE BOTTLE**, \$49.95, AVAILABLE AT **DAVID JONES**. 11. **LORNA JANE ICON SWEAT TOWEL**, \$53.

# ARTSELECT GALLERY A



## Two Generations - Melody & Amber Brook

We are very pleased to invite you to view our first exhibition for the year. Two Generations, Melody and Amber Brook is a joint mother-and-daughter exhibition that celebrates all aspects of New Zealand art and life in general which I believe is very appropriate to inspire us during these challenging times we are currently living in. Join us to see this exhibition in person for which these artists have prepared over a number of years to bring to fruition.

Contact me, Ngaire, for additional information or for personal assistance with your purchase:

ArtSelect Gallery

19A Osborne Street, Newmarket

Mobile: 021 415 449

Email: [info@artselect.gallery](mailto:info@artselect.gallery)

Web Site: [www.artselect.gallery](http://www.artselect.gallery)

Social: ArtSelectGallery

Please follow us on Facebook and Instagram



STYLE

# Little Explorers

Take a leaf out of our book with these autumnal picks for the small adventurer of the family.



1. **NATURE BABY** DUNE BLANKET, FROM \$109.95. 2. **YOUNG ORIGINAL** DENIM SHORTALLS, \$25, AVAILABLE AT THE WAREHOUSE. 3. **TWENTY-SEVEN NAMES** GREAT FULL X TSN TEE, \$40. 4. **NATURE BABY** DRAWSTRING PANTS, \$29.95. 5. **COUNTRY ROAD** VERIFIED AUSTRALIAN COTTON HERITAGE SWEAT, \$64.90. 6. **CITTÀ** TONY THE SLOTH, \$59.90. 7. **YOUNG ORIGINAL** KIDS' REVERSIBLE PRINT HAT, \$12, AVAILABLE AT THE WAREHOUSE. 8. **SPORTSCRAFT** LINEN SHIRT, \$74.99. 9. **NATURE BABY** EMERSON SWEATER, \$49.95. 10. **COUNTRY ROAD** RIB NYLON VEST, \$89.90. 11. **SEED** POM POM KNIT, \$64.90.

STYLE

# Rooted in Nature

Decorate your living space with the soothing, versatile colours of the earth, from shades of beige to a rich leather brown.

1. **FREEDOM** SKEWED FRAMED PRINT, \$209. 2. **LIVING & CO** GENUINE SHEEPSKIN RUG, \$69, AVAILABLE AT THE WAREHOUSE. 3. **MARGI NUTTALL** URSULA VASE, \$380, AVAILABLE AT SIMON JAMES STORE. 4. **C+S** SALVAGE LAMP, \$219, AVAILABLE AT REPUBLIC HOME. 5. **LUMIRA** BOTANIC GARDENS CANDLE DISCOVERY SET, \$149, AVAILABLE AT SUPERETTE. 6. **ASILI X CITTÀ** WHITTLE BOWL, \$329, AVAILABLE AT CITTÀ. 7. **COCO REPUBLIC** LUCA OCCASIONAL CHAIR, \$2,395. 8. **LEOPOLD HALL** TAN LEATHER BOX WITH STITCH DETAIL - MEDIUM, \$205. 9. **MISSONI** GIACOMO HAND TOWEL, \$59, AVAILABLE AT SMITH & CAUGHEY'S.



1.



2.



3.



4.



5.



6.



8.



9.



Design Your World

Bob Armchair / Nora Cabinet / Orbit Ottoman



freedomfurniture.co.nz

# FREEDOM

HOME OF DESIGN

Flagship Store - 77 Broadway Newmarket



1.



2.



3.



4.



5.

## Brighten

**1. L'OCCITANE REINE BLANCHE BRIGHTENING SERUM**, \$106. **2. BONDI SANDS EVERYDAY SKINCARE GOLD'N HOUR VITAMIN C SERUM**, \$22.99, AVAILABLE AT FARMERS. **3. BOOST LAB VITAMIN C BRIGHTENING SERUM**, \$34.95, AVAILABLE AT FARMERS. **4. CLARINS TOTAL EYE REVIVE**, \$78, AVAILABLE AT SMITH & CAUGHEY'S, FARMERS, DAVID JONES. **5. SISLEY BRIGHTENING PROTECTIVE MOISTURISER**, \$450, AVAILABLE AT DAVID JONES.

## BEAUTY

# Fresh Faced

Take extra care of your skin during the cooler months with a product fit for every purpose, whether you're looking to brighten, clarify or hydrate.



7.



6.



8.



9.

## Clarify

**6. TATCHA THE TEXTURE TONIC**, \$96, AVAILABLE AT MECCA. **7. JEUNEORA CLARIFYING BOOSTER**, \$57, AVAILABLE AT FARMERS. **8. MALIN + GOETZ SALICYLIC GEL**, AVAILABLE AT MECCA. **9. MURAD DAILY CLARIFYING PEEL**, \$89, AVAILABLE AT CACI.



12.



11.



10.

## Hydrate

**10. BIOSSANCE SQUALANE + COPPER PEPTIDE RAPID PLUMPING SERUM**, \$119, AVAILABLE AT SEPHORA. **11. AESOP SKIN EXALTED EYE SERUM**, \$145. **12. PERRICONE MD HIGH POTENCY CLASSICS HYALURONIC INTENSIVE MOISTURISER**, \$120, AVAILABLE AT MECCA. **13. SHISEIDO ESSENTIAL ENERGY HYDRATING CREAM**, \$89, AVAILABLE AT FARMERS.



13.



#### THE MAGIC WAND

There is nothing that ghd's game-changing line up of styling tools and products can't do - whether it's sleek and straight tresses or a beachy wave, there is a styler to suit every hair type and length. Ghd's latest curve thin wand is the most recent addition to the curve range, featuring a thin barrel to create tight and defined curls at a consistent and optimum styling temperature of 185°C to keep hair damage free.

**GHD CURVE THIN WAND**, \$290, AVAILABLE AT PONY PROFESSIONNEL, STEPHEN MARR, SULIN, SYNERGY HAIR, M11, BLAZE, RODNEY WAYNE SHAMPOO 'N' THINGS, THE BEAUTY STORE, MECCA

#### BEAUTY

## Beauty News

The latest beauty products that you need to know about.



#### STARRY EYED

Formulated with high-strength retinoids, niacinamide and red poppy seed extract, Sunday Riley's gel-serum is a power player when it comes to the undereyes, stimulating collagen production to reduce the appearance of fine lines while brightening, smoothing and firming.

**SUNDAY RILEY 5 STARS** RETINOID NIACINAMIDE EYE SERUM, \$97, AVAILABLE AT MECCA



#### BEAUTY SLEEP

An overnight mask that does all the hard work while you sleep is a skin saver worth the investment, penetrating active ingredients and sealing moisture into the skin. This gentle, ultra-hydrating mask strengthens and repairs the skin microbiome to restore skin balance and deliver healthy skin.

**LANEIGE WATER SLEEPING MASK**, \$55, AVAILABLE AT SEPHORA



#### SHINE FACTOR

A lipstick that does it all is often hard to come by, but it's a must-have for special occasions and everyday wear. Sisley's latest Phyto Rouge-Shine combines the shine of a gloss, the moisture of a lip balm and a wash of colour that melts into the lips. With lip-loving ingredients like hyaluronic acid, jojoba and moringa oil alongside glamorous gold packaging, featuring the brand's signature zebra print, it is the ultimate addition to the beauty bag, and it's even refillable – a first at Sisley. We're sold.

**SISLEY PHYTO-ROUGE SHINE**, \$78, AVAILABLE AT DAVID JONES



# Who's your Newmarket crush?

BE IN TO WIN\*  
A \$250 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.

Each month until June, we'll be awarding someone's humm crush of the month a \$250 humm retailer voucher, with one lucky nominator (it could be you) also receiving a \$250 humm retailer voucher 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](http://newmarket.co.nz)

**NEWMARKET.** X **hummm®**

\*Ts&Cs apply



# Beware the Ides of March

*by Mark Knoff-Thomas*

Many of us will be familiar with the term “the ides of March” from high school English. Famously uttered by a Soothsayer (and Brutus) to Caesar in Shakespeare’s Julius Caesar, and historically the day Caesar was in fact assassinated. For the Romans, the Ides of March meant the 15th of the month and was actually the deadline date to settle your debts. For many of our small businesses, a little after the ides, more specifically the 20th of March, is a looming date when monthly bills are due. And for some a time when knots in the stomach have no qualms in reminding you of your brutal financial realities.

Economically we are on a roller coaster ride. Some parts of our economy are going gang busters, other chunks are sloth-like and in need of a defibrillator. We are very much in a K-shaped recovery. Unemployment is at 3.2%, inflation is running at 5.9% – prices are going up across the board, but wages aren’t keeping up. \$100 at the supermarket doesn’t go very far these days.

At a macro-level Newmarket is delivering results unseen in our recorded history. We had our highest ever spend in December 2021 – just shy of \$90m. Boxing Day almost regained its long-held crown and out-traded Black Friday. December started very quietly, mostly because hospo hadn’t regained its momentum, but true to form, the final Christmas shopping rush pushed us well over the line. The precinct ended 4.6% up on December 2020. This much needed sugar rush was a stark contrast to the financial drought most businesses experienced for large parts of 2021. So, when we see great results, it’s always important to “zoom out” and see the broader context. On one hand some have had record sales, but on the other businesses are still paying off historic COVID-related debt to suppliers, service providers, landlords, the IRD, family members and banks etc. Some family homes are teetering – with the bank having one eye on them. What we need is a sustained flow of cash into business to help recoup previous losses, to help them regain sound footing. We need confidence.

As has been well documented many New Zealanders seemed

to have taken a self-imposed exile approach to avoid exposure to Omicron. January trade started well, dropped off when the Red Light setting kicked in, but picked up a little when border reopening dates were declared. It’s fascinating how strongly Wellington can influence how we feel. We need more bold confidence from our leaders. I’ve had my ups, and plenty of downs, with the government over the past few years, but in all honesty I think history will paint this COVID period favourably for New Zealand. For the most part, history only remembers scores, it doesn’t dwell on the details of the game. And yes, the game has been a grudge match. What has been disappointing though more recently, is the lack of ongoing targeted financial support from central government, and little effort to rebuild public confidence to get out and about. To simply state that “all parts of the economy can now function normally” against a backdrop of COVID modellers predicting 10’s of thousands of Omicron cases on the daily, doesn’t really create an environment where people want to go out and about to do normal things. It would be great to see a nationwide marketing promotion. You can bet your socks that if there were genuine concerns about public safety, we would be back into lockdown faster than you can say “Go home, stay home”. If you’re doubled vaxxed, boosted, follow all the COVID protocols, life should be relatively normal.

The government has helicoptered us over the worst of the COVID carnage to a place where it is a lot safer to come out, unlike the experience of many of our overseas cousins.

As always, we appreciate your ongoing support of Newmarket. Rest assured when you are shopping, out for a drink, or a bite to eat, gymming or getting your cosmetic touch ups etc, you are personally and directly helping the economy – you legend!

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

# Future Focused Fashion



Since the 1970s, **Timberland** has been known for outdoor apparel and its famed Timberland boot which became an American cultural icon. Embedded within the Timberland brand story is a commitment to environmental sustainability and a vision for a greener future, not only within apparel but also with initiatives that put the planet first. **Zara Overton** caught up with their Newmarket Retail Manager, **Minh Nguyen** to learn more about the Timberland story and how the brand is trailblazing towards a better future.





**N.** *Rich in heritage, the brand is well-known for outdoor design and craftsmanship. Can you tell us where the Timberland brand originated from?*

**MINH.** In 1973 our original waterproof boots called the “Timberland” were invented. They were rugged, well-crafted, and they withstood the elements setting new standards for waterproof performance in the footwear industry. They became equally popular with outdoor enthusiasts who needed protection in all conditions, and many others who just wanted a great looking pair of boots. These boots defined our brand and were so groundbreaking that in 1978 the entire company was renamed. Now we offer a full range of footwear, clothing and accessories for people who share the brand’s passion for enjoying – and protecting – nature.

**N.** *Many are familiar with the iconic Timberland boot. What made it so famous?*

**M.** The boot was never intended to be a fashion icon. It was made for hard-working New Englanders, rugged terrain, and wet weather. But by the mid-1980s, Timberland’s original waterproof boot had started to become popular in New York, initially for practicality but over time as a staple of urban hip-hop style which was on the rise. It also gained popularity throughout Italy, the United Kingdom, and Germany. Today, the boot and brand are recognised around the globe.

**N.** *Environmental responsibility and community is a huge focus for the brand, with sustainable technologies and tree planting as a key priority to building a greener future. Can you expand on how the brand is contributing to these initiatives?*

**M.** At the heart of the Timberland brand is the core belief that a greener future is a better future. This comes to life through a decades-long commitment to make products responsibly, protect the outdoors, and strengthen communities around the world. The brand has committed to plant 50 million trees worldwide by 2025 and has a bold vision for



its products to have a net positive impact on Nature by 2030, giving back more than they take. Each year we are introducing technologies and innovations that take us closer to this goal.

**N.** *Timberland's Newmarket store opened late last year, incorporating natural elements throughout. How does the new store fit-out convey the green ethos of the brand?*

**M.** Timberland has focused on the side-effects we have on the environment for decades; the latest fit-out design incorporates all our learnings to date. We have a natural moss wall which is my favourite wall of the shop and live Ficus trees instore to help purify the air. All our display plinths tell a little story of their own: the fact we use organic cotton; recycled bottles make up our PET boot liners, leather from silver and gold rated tannery's. The wood and stones instore are sourced locally, in fact the branches are all from our Retail Manager's parent's property...he just had to bribe them to do a little trimming.

**N.** *Consumers have become more conscious and invested in the ethics and background of their garments/purchases. What are some of the steps Timberland has taken to make the product offering eco-friendlier and circular?*

**M.** When we design a new boot, shoe, jacket, pair of laces, or even a T-shirt, it not only has to look great, but we also need to consider its impact on nature. We aim to not only minimise our impact on the environment through the products we make, but to someday become net positive. Innovations such as regenerative leather which comes from farms working to restore soil is just one example of this. Utilising Regenerative farming methods, animals graze around the land in a way that gives it a chance to rest and stimulate grasses to grow; these grasses pull carbon out of the air and store it in the soil, making it richer and healthier.

Initiatives like Community Cotton™ focus on helping build a stronger Haiti. We know where the cotton comes from, who grew it, and the impact it's made. Plus, it's grown using an agroforestry model that includes planting trees, so it also helps provide lasting benefits to the environment.



**N.** *What is your go-to Timberland style?*

**M.** I love the Timberland joggers, a poplin or cotton Oxford shirt and one of the many sneaker boot options. I'm on my feet all day for work, Muay Thai and photography; so I tend to go for something comfortable and long lasting on foot. Currently I have the new Supaway boot.



**N.** *Favourite spot to grab a coffee in the precinct?*

**M.** Teed Street Larder - great coffee and outdoor seating... key in the current Covid climate. My other favourite would be The Bean Cafe for their amazing burger and Ice Latte combos in the Summer!



**N.** *What trends we will be seeing more of in 2022?*

**M.** In footwear we are definitely going to see rugged outdoor inspired boots continue to feature along with refined sneaker silhouettes for both men and women. Clothing-wise fleece and shearling fabrics are set to remain popular this winter!

**N.** *What is the best part about having a store in Newmarket?*

**M.** Newmarket has the best of both worlds; you have the modern shopping mall alongside the best of New Zealand's high street retailers. It's central to everything, has great coffee and can be accessed on all public transport. What's not to like?

**N.** *The brand frequently launches collaborations with brands like Jimmy Choo, BAPE and Aimé Leon Dore, and more recently a collection with Tommy Hilfiger. Can you tell us about this collection?*

**M.** The full assortment of clothing, footwear and accessories is a creative clash between the classic American DNA of TOMMY HILFINGER and TIMBERLAND's authentic outdoor and work aesthetic. It celebrates the heritage of two brands that shaped the style and zeitgeist of the '90s. Drop 1-REMIX is a hybrid capsule that pays homage to the colourful signature styles of the time, celebrating the brands' heritages and shared cultural influences; while Drop 2-REIMAGINE looks ahead to reshape the future by featuring more sustainable pieces that focus on pushing the boundaries of eco-innovation.

**N.** *If you could invite 3 people to a dinner party (living or dead), who would you invite?*

**M.** Elon Musk, Steve Jobs & Nikola Tesla. A room too smart for the likes of myself but, hearing the chaotic and innovative brainstorming of the three as I eat my 2 minute noodles would be amazing.

**N.** *What's next for Timberland?*

**M.** This season promises to continue pushing the boundaries of eco-innovation and style. Our GreenStride™ product family made with soles that are 75% bio-based with sugar cane and responsibly sourced natural rubber is set to expand. There are also some exciting new innovations that will be introduced later in the year. As always there are more collaborations with some of the world's most popular and trending brands which we are pretty excited about. Watch this space!

#### TIMBERLAND

@TIMBERLANDNZ

203 BROADWAY

TIMBERLAND.CO.NZ

# The Coffee Club's Malibu Chicken Club Sandwich

Easy and versatile, the humble club sandwich can do no wrong in our eyes. Try this recipe for a delicious lunch time treat.



## INGREDIENTS

**2 tablespoons** whole egg mayo  
**1 tablespoon** Dijon mustard  
**3 slices** thick white bread  
Butter  
**2 slices** of shaved ham  
**120g** precooked and sliced chicken breast  
**1 large slice** edam cheese  
**3-4 pieces** cos lettuce  
**2 x** pineapple rings  
Chips and tomato sauce optional

**THE COFFEE CLUB** WESTFIELD NEWMARKET  
THECOFFEECLUB.CO.NZ  
@THECOFFEECLUBNZ

## METHOD

- 1.** In a bowl, mix the mayo and Dijon mustard together until well combined (this becomes your dijonnaise).
- 2.** Heat sliced chicken in a pan over medium heat.
- 3.** Grill two pineapple rings using an oven grill or in a fry pan.
- 4.** Toast the three pieces of bread and then butter each of them just on one side.
- 5.** Drizzle the dijonnaise onto each slice, be as generous as you like.
- 6.** Slice 1 - Place half of the chicken and ham on this slice.
- 7.** Slice 2 - Place cos lettuce, pineapple rings, the other half of the chicken and slice of cheese on this slice.
- 8.** Place slice 2 on top of slice 1, then flip slice 3 over and place it on top. Press down slightly.
- 9.** Use 4 toothpicks to keep the sandwich together, then cut into four triangles.
- 10.** Serve with cooked chips and tomato sauce.



# Luna

## BAKEHOUSE

**270 Broadway,  
Newmarket**

**Mon - Fri 8-3pm**

**Weekends 8:30-3:30pm**

Find yourself transported around the world with the newly opened Luna Bakehouse in the heart of Broadway.

Treat yourself to the most delectable 'cruffins' and handmade pastries Auckland has to offer, alongside a velvety Kokako coffee.





# Bambina

Established in 2013 and located in the heart of Newmarket, Bambina Newmarket Café was set out by Jane and Edward to create a bustling gastronomy destination. While shopping in Newmarket people could come to meet for floral eye-catching and honest specialty coffees, signature drinks and dishes, such as osmanthus fragrance latte, blueberry hotcakes and banoffee French toast.

## Bambina Newmarket Café

Phone: 09-524 4126 | Address: 3/25 Teed Street, Newmarket, Auckland 1023





#### PB + J

Everyone loves a good smoothie, and the Peanut Butter + Jelly Smoothie from Bowl & Arrow is our go-to this month. Made with berries, peanut butter, Two Islands vanilla pea protein, and coconut cream, this smoothie is like heaven through a straw.

FOOD + DRINK



#### LAMB OF THE SOUTH

Arguably one of the best burger joints in town, Burger Burger has gone and done it again adding another spectacular addition to their menu. Introducing the Lamb of the South burger, made with smashed Te Mana lamb patty, blackcurrant relish, halloumi, kumara crisp, baby spinach, and a dollop of herb and onion mayo. Delicious.

# The Gastronomer

Delight your tastebuds with the latest in food and drink.



#### NEW TO NEWBIE

New year, new menu! One of Newmarket's most favoured cafes Newbie has revamped its menu, featuring creamy green gnocchi, soft chicken tacos, curry wagyu mince on toast, and a fresh take on their signature French toast. While they still have the classics customers know and love, there are plenty of new options to try.

#### SWEET TREAT

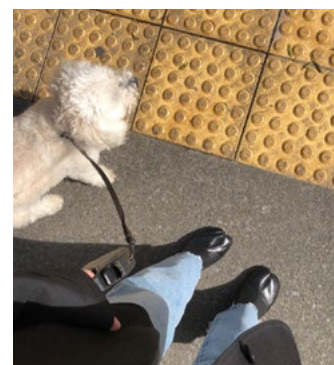
Combining the best of their bubble tea flavours with the creamy texture of ice cream, the team at Leaf Bubble Tea have created their very own Tea-Flavoured Gelato. Customers can try all the classic milk tea flavours, from the fragrant Thai milk tea and Jasmine tea to the brand's specialty Buck Wheat tea. The perfect treat for cooling down.





#### OUR PEOPLE

# A Day in the Life of Kirsten Nagel, Brand Manager at Yu Mei



#### 6:15AM

I'm up and out the door to make my 6:30am workout class. On the agenda today is a high intensity strength class and although it's just 30 minutes, it clears my mind for the day.

#### 7:30AM

Back home to get ready before setting off to work with my dog, Alfie. I live in Wellington, so it's a short walking commute through Parliament and to the Yu Mei studio on Victoria Street.

#### 8:30AM

I arrive at my desk and plan out the day. Today we're preparing for our annual Archive Event, which means I'm creating content, finalising the communications strategy and attending a team meeting to work through the finer details.

#### 11.00AM

We're also in a big planning phase and while working on brand strategy and our marketing calendar, we receive a delivery of samples from our manufacturer. This is always an exciting time and everyone in the studio stops what they're doing to have a try on. It's especially exciting for me, as next season my namesake bag will be released. Each of our bags are named after the people who inspired their design, from a lens of functionality first and foremost. The Kirsten Bag can carry a laptop as I travel a lot for work, without being too bulky. I'm in awe at what Adrian and Jessie have designed — the details and construction are immaculate.



#### 2.00PM

After lunch I have a Zoom call with our PR contractor from Australia. It can be challenging growing the brand in a new market without being able to physically be there, but we have someone incredible flying the Yu Mei flag for us there. We plan an upcoming activation and she passes on some great feedback.

#### 2.30PM

Comms and content is a fun part of my role and I return to a piece I'm writing for our Club Journal. We're lucky to have some talented writers in our retail team so I often put together briefs and assign writing tasks. I especially enjoy working in our team where there's plenty of scope to collaborate.



#### 4.00PM

Back to planning, this time for retail activations in New Zealand. We have three stores in Wellington, Commercial Bay and Newmarket. I spend the rest of the day replying to emails and chatting with the team, all while Alfie sleeps in his bed under my desk.



#### 5.30PM

We arrive home to my favourite part of the day: making dinner. On the menu tonight is salmon and summer vegetables cooked en papillote, which sounds fancy but is really the most efficient (read: lazy) way to prepare it. Everything is sealed in a parchment pouch and into the oven for 13 minutes. I sit down to eat dinner with my family and we chat about our day.

#### 9.00PM

After dinner I wind down with a bath, resist the temptation to check my emails, and aim for lights out by 10.30pm. I'm currently reading Modern Manners — a book of short essays and musings by The Gentlewoman magazine — and I try to read for a few minutes, but feel my eyes become heavy.

#### NEW TO LUXURY

After months of anticipation, Gucci has officially opened its doors at Westfield Newmarket, taking its place amongst an already impressive line-up of luxury labels. With an extensive layout and a stunning interior, we have to say the wait has been worth it.



# The Spotlight

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

#### A TASTE OF BRITISH HERITAGE

Quintessential British luxury brand Liberty and Specsavers have joined forces to launch a unique collection of optical styles and sunglasses featuring the brand's signature prints in modern shapes and colours.





#### FROM THE GROUND UP

Inspired by the Australian outback, R.M. Williams' latest collection, From The Ground Up, is the brand's most extensive seasonal range yet. Khaki greens, navy blues, and mustard yellows make up the primary colours of the range, interspersed with tones of rust red and tobacco brown. Urban chic mixed with an outback informality, this collection suits all walks of life.



#### WHALE OF A TIME

As part of WWF's public art trail, 80 unique whale tail sculptures have been spread across Tāmaki Makaurau to raise awareness for the endangered Bryde's whale and to help restore Aotearoa's marine environment. Until the end of May, Newmarket is home to two of its own whale tail sculptures, designed by artists Melinda Butt and Laurelee Walmsley, which can be found at Lumsden Green and in Nuffield Street.

#### STYLE MEETS COMFORT

Versatile and sustainable, General Sleep's lounge and sleep wear not only look great but feel amazing. The brand's latest collection is an adaptation of its classic core range with a mood-enhancing chocolate gingham alongside a timeless cumin stripe and soft lake hue. Available at Father Rabbit Select.





ON THE STREET

# Dining at Davis Crescent

Tucked away from the hustle and bustle of Newmarket, Davis Crescent and its neighbouring road Short Street are full of vibrant cafes and eateries that make for the perfect lunch spot or an evening meal with friends.

## ARCHIE'S PIZZERIA

Newmarket's iconic pizzeria, Archie's, is homely Italian food at its best. With an extensive list of creamy pastas and renowned wood fired pizzas, complemented by an extensive beverage menu, this eatery is the perfect spot for a family meal or a quick lunch.

63 DAVIS CRESCENT  
ARCHIESPIZZERIA.CO.NZ

## BIEN IZAKAYA

Tucked away on Davis Crescent, Bien Izakaya is one of Newmarket's hidden gems. With an extensive Japanese menu, plenty of seating and a BYO offering, it's the perfect place to visit with friends or family.

53B DAVIS CRESCENT  
@BIENNEWMARKET

## DEAR DEER COFFEE ROASTING BAR

Dear Deer Coffee Roasting Bar aims to increase the popularity of Japanese style coffee drinking around New Zealand. The team strives to achieve this by introducing and educating people around Japanese brewing methods which will give coffee lovers the ability to make quality brew at home or wherever they go.

58 DAVIS CRESCENT  
DEARDEERCOFFEE.CO.NZ

**HEIZO TEPPANYAKI RESTAURANT**

Welcome to Heizo; the "Best Little Japanese Teppanyaki Restaurant in Newmarket"! At the heart of the Heizo experience is the Teppanyaki table, around which guests can gather and enjoy a meal expertly prepared and cooked to perfection on a steel grill, right before their eyes.

5 SHORT STREET  
@HEIZO.TEPPANYAKI

**KHAO SAN EATERY**

Khao San Eatery is all about two things - good food, and good drinks. It's the place you can come with friends to share plates and have a variety of drinks.

61 DAVIS CRESCENT  
KHAOSANEATERY.NZ

**MOMO TEA**

MoMo tea, known for its milk tea, light meals, and barbeque food, is a popular Newmarket spot. Because of its delicious dishes and closing time of 2am, MoMo Tea has gained appraisal not only from its regulars but new customers too.

3A SHORT STREET  
MOMOTEA.CO.NZ

**SAFRAN CAFÉ**

Located in the heart of Newmarket, Safran Café offers a relaxed Mediterranean atmosphere with alfresco dining and cozy indoor dining options. The restaurant is inspired by the Mediterranean way of cooking, the changing seasons and the abundance of New Zealand produce.

71 DAVIS CRESCENT  
SAFRANCAFE.CO.NZ

**THE FLYING BURRITO BROTHERS**

Funky and upbeat, The Flying Burrito Brothers Newmarket restaurant has plenty of open space with a great indoor-outdoor flow, complete with sombreros and colourful Mexican artwork.

65 DAVIS CRESCENT  
FLYINGBURRITOBROTHERS.CO.NZ

**THE LUMSDEN FREEHOUSE**

Your cool and laidback Newmarket local with 15 taps of rotating craft brews, serving up American style pub food and good times.

444 - 448 KHYBER PASS ROAD  
THELUMSDEN.CO.NZ

**TOMBO BUFFET**

If you're looking for an excellent Asian restaurant in Auckland, drop by Tombo Buffet. Never failing to impress their diners, Tombo offers delicious authentic Korean and Japanese food, all yours to enjoy at an affordable price.

5 SHORT STREET  
TOMBOBUFFET.CO.NZ

**T-MARK LUNCH BAR**

For a quick and easy lunch T-Mark Lunch Bar is the place to go. The restaurant has a selection of soups, rice dishes, dumplings and milk tea, all at extremely affordable prices.

4-6 SHORT STREET

**TUCKS & BAO**

Renowned for its take on international food, Tucks & Bao is an all-day bar and eatery that serves tasty morsels alongside NZ's finest craft beer. The eatery also hosts bottomless brunches and Yum Char every weekend.

19 DAVIS CRESCENT  
TUCKSANDBAO.CO.NZ

**V.T. STATION**

This railway station-themed Indian eatery takes you on an authentic journey across India. First stop food, next stop drinks. All aboard! The restaurant has been named after Victoria Terminus, a historic railway station located in the heart of Mumbai.

73 DAVIS CRESCENT  
VTSTATION.CO.NZ



# Retail Trends

Georgie Clatworthy, Director, Match Realty

Amongst the Covid-19 whitewash the consumer has still been an active participant. Polarising swings from lockdown to freedom has kept retailers on their toes with a need to be nimble at short notice. Overwhelming increase of ecommerce transactions had a dramatic effect on logistics and supply chains which added to the woes of keeping the customer satisfied. What people bought, how people bought, when people purchased... all changed during the pandemic. Whilst some markets like New Zealand have a way to go before we clear the Omicron surge, there are some trends and patterns emerging. Just focusing on a couple:

## DIGITAL INNOVATION

The acceleration of digital growth has left some retailers unable to service their consumers whilst other brands have strongly embraced the challenge and provided more options for the consumer. Superette for example, one of my all-time favourite New Zealand retailers. I am always impressed with their nimble and original approach to enhancing consumer experience and product range.

## CURRENT INITIATIVES

'SUPERETTE TAKEAWAYS'

## THE MENU:

CALL & COLLECT

CLICK & COLLECT

## DIRECT TO DOOR

Tour the store with a FaceTime appointment or in-store purchasing. A strong bricks and mortar presence, with light airy concept stores showcasing excellent merchandising enhanced with new to market brands, unique product collaborations, and limited edition products.

## PAYMENT OPTIONS INCLUDE

AFTERPAY, HUMM, LAYBUY, PAYPAL, APPLE PAY, ONLINE EFTPOS OR ALL MAJOR CREDIT CARDS. IT'S REALLY HARD NOT TO BUY SOMETHING.

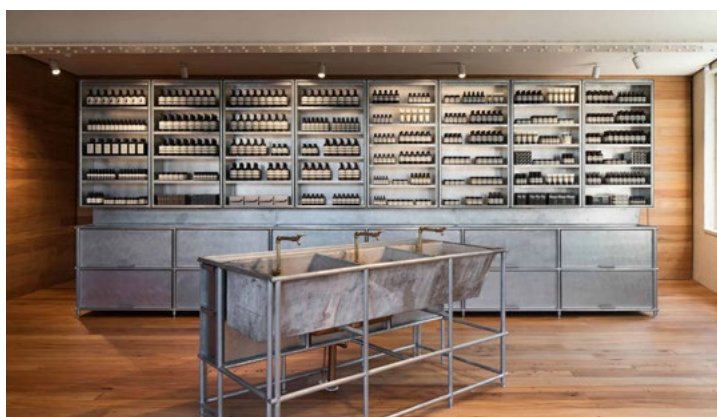
## SHOWROOMING

If you are going to encourage consumers to put their phones down and make the effort to engage with a physical environment, then those spaces need to be interesting and provide inspiration and experiential benefit. Some customers crave a tactile shopping experience fatigued by digital consumerism and a lack of human interface.

These form part of a multi-channel experience for consumers – they must be cohesive in brand delivery. The consumer is fickle in their purchasing patterns particularly during stressful and uncertain times - they want to be able to shop anywhere, at any time. Some interesting innovative retail concepts to ponder:

## ↓ AESOP

AESOP CONTINUES TO INTRIGUE THE CUSTOMER WITH UNIQUE STORE DESIGNS, OFTEN SHOWCASING THE HISTORY OF THE AREA OR THE SPECIFIC SITE.



## → APPLE MARINA BAY SANDS

APPLE HAS ALWAYS BEEN AT THE FOREFRONT OF EXPERIENTIAL RETAILING CREATING UNIQUE CONCEPT STORES WITH IMMENSE VISUAL LANDMARKING



← **NIKE: PARIS**  
HOUSE OF  
INNOVATION



## Fresh Pasta

Homemade fresh pasta prepared every day using free range eggs and golden semolina, complemented with Nonna's traditional Sauces.

Nonna's red risotto with free range chicken or the vegetarian version with crumbed mozzarella are delicious and come with a truffle balsamic small salad.



## Breakfast/Brunch & Organic Coffee

Fair trade organic coffee served by our lovely barista, free range eggs made Italian style. You must try our unique

Nonna's spicy eggs in purgatory, carbonara and poached egg and the famous cannoli.



10-12 Teed Street,  
Newmarket  
Breakfast, Lunch & Dinner  
[www.nonna.nz](http://www.nonna.nz)

# THE DOMAIN COLLECTION



## LUXURY PARKSIDE RESIDENCES



GENEROUS 1-4 BEDROOM OPTIONS



FLOOR TO CEILING LUXURY

ON-SITE DISPLAY SUITE OPENING SOON  
REGISTER AT [DOMAINCOLLECTION.CO.NZ](https://domaincollection.co.nz)



The Domain Collection comprises 69 residences within two striking buildings designed by renowned architects Warren and Mahoney. The design pays homage to its privileged location, directly opposite Auckland Domain with natural materiality and a bold form that responds to the grandeur of its surrounding landscape.

**ON-SITE DISPLAY SUITE**  
81 Carlton Gore Rd, Newmarket

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021 029 17606

**LAMONT & CO**

**ICON** | **KAJIMA GROUP**

**WARREN AND MAHONEY**



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Corner of Teed Street & Broadway, Newmarket