



PROJECT **VIKTORIA & WOODS MOSMAN**
 PRACTICE **GOLDEN**
 PHOTOGRAPHER **SHARYN CAIRNS**

Inspired by architectural gallery spaces and its village streetscape location, the Sydney Viktoria & Woods Mosman store by Golden is a spatial manifestation of what it feels like to wear the brand. Mimicking the relaxed movement of the sustainable textiles, the space highlights angular lines and curved fluidity with a variation of stone, wool and jute elements against a recessive colour palette.

The walls are rendered with a fine grade grit, while a coffered ceiling at the back draws the eye and recessed lighting casts shadow and light.

The store's rhythm and activity are woven around the sculptural G-Lux quartzite counter. The custom James Howe shelving is inspired by the ceiling trusses in the Woolloomooloo Finger Wharf building, with each shelf hand-woven in Adelaide using traditional Danish paper cord techniques.

The change rooms are draped with olive mock suede curtains on blackened steel. Woollen looped

carpet with a secondary jute woven backing and locally produced tan-leather seating provide a plush and cosy element in contrast to the custom cork plinths, minimal metallic joinery and unfilled silver travertine accessory display.

Through its restrained, yet textured approach, Golden's design narrative transforms the simple act of clothes shopping into a tactile, almost religious experience.

"Our brief was to elevate the in-store experience with a design that took customers on a journey. We share many principles with the brand, which influenced our approach. Our design narrative focused on their effortless wardrobe staples, sustainable textiles and laidback modern feel," say Golden's Alicia McKimm and Kylie Dorotic.

designbygolden.com.au

See more project photos and read our interview with the designer on australiandesignreview.com

