

# Ginger & Smart

Pacific Fair



On Queensland's Gold Coast, Australian fashion brand Ginger & Smart's new store by Flack Studio strikes the perfect mix of polished and playful colours and textures.

words CASSIE HANSEN photography TOBY SCOTT



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1\_ THE CURTAINS, MADE FROM FABRIC THAT WAS CUSTOM-MADE BY GINGER AND SMART, WERE DYED PETROL GREEN TO MATCH THE CARPET AND WALLS.

2\_ THE MATERIAL PALETTE FOR THE PACIFIC FAIR STORE IS "POLISHED AND PLAYFUL."

3\_ THE STORE'S COLOURS WERE CHOSEN FOR THEIR RESORT-LIKE NATURE.

4\_ THE STYLING ROOMS ARE PRIVATE AND COMFORTABLE, AIDED BY THE MIX OF HARD AND SOFT MATERIALS.



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There's something in the water on the Gold Coast. And no, it's not the usual olive-skinned surfers and bikinied millennials this time. Blame it on the city's upcoming Commonwealth Games, blame it on the population growth it's expecting soon, or simply blame it on its ingrained need to stay relevant, but the Gold Coast is staging something of a comeback. Its airport is being extended, Jupiter's Casino is getting a six-star hotel addition, a suite of high-rise residential towers are all under construction and the city's cafe and arts scenes have experienced a massive swell. And, most recently, shopping complex Pacific Fair has just finished its own makeover. Built on swampland and opened in 1977, Pacific Fair was, until recently, looking a little tired. But a \$670-million redevelopment has given it 50,000 square metres of additional retail space and now boasts 420 shops, making it Queensland's largest shopping centre.

One such store that has been added to the Pacific Fair directory is Australian fashion label Ginger & Smart, which was founded in 2002 by Sydney-based sisters Alexandra and Genevieve Smart. Ginger & Smart designs clothes for "spirited women whose distinctive style is an expression of their individuality" and it has found a loyal following among the fashion pack. For Pacific Fair, the sisters wanted a store

that would elevate the brand and mark a new direction for their tenth year in retail. With this in mind, they enlisted Melbourne-based firm Flack Studio, headed by David Flack, for the job.

For client and designer, gaining each other's trust was an organic process based on "play." "Alexandra would fly down to our studio from Sydney and we'd block out two hours but end up playing for the whole day, playing with fabrics and different materials, working out what works best," Flack says. "That's a rare indulgence, to have that amount of contact time with the client and play." The result was a colour and material palette that strikes a balance between masculine and feminine, giving the scheme luxury and comfort. "The palette just seemed very right for the Gold Coast," Flack says.

Perhaps influenced by the client-designer-contact time, the interior is "polished and playful," as Flack describes it. This is immediately evident from the store's blush pink facade, which had to stake its claim amongst its well-heeled neighbours like Gucci and Louis Vuitton. "We're all given a tenancy that is six metres high. What we did with ours was drop it down to 2.7 metres," Flack says, inspired by retail facades in Los Angeles. This gesture encourages passersby to have a deeper connection with the facade's three elements – the

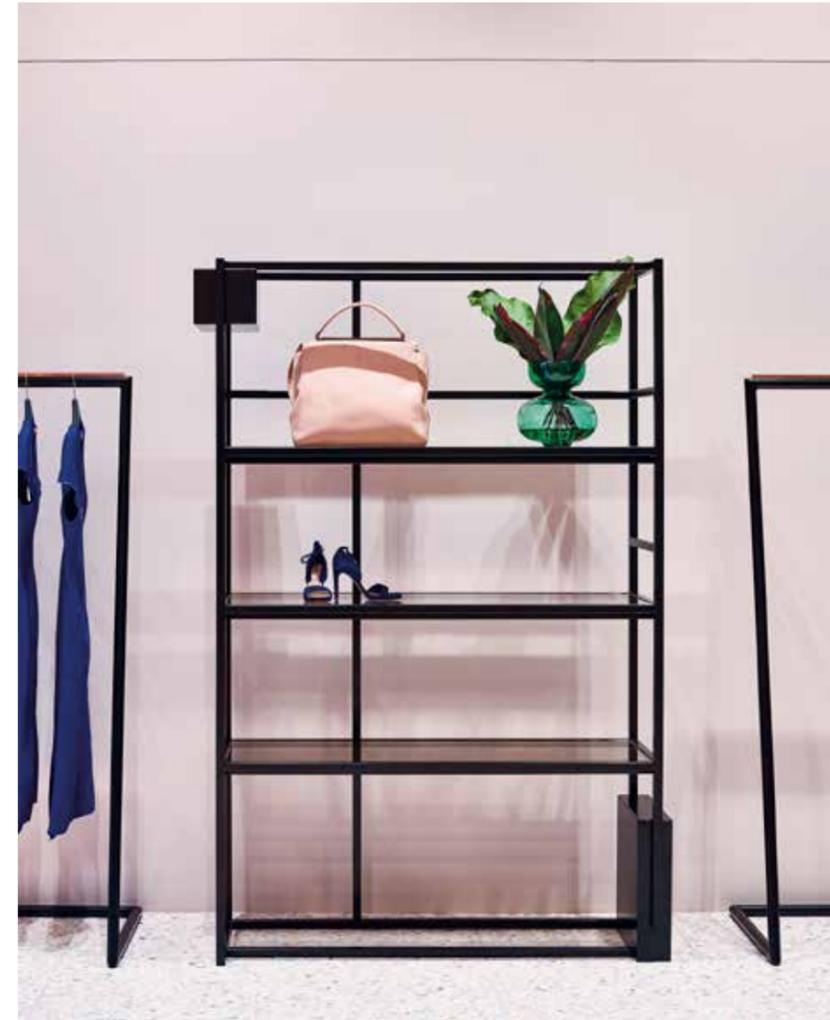


nipped entry door, the square-framed display window and a petit recessed window that acts like a “jewellery box.” “If you walk around, I think it is one of the most elegant shopfronts,” Flack says.

Inside, the store achieves a skillful balance between smooth and textured, hard and soft and, of course, polished and playful. The front half of the store, veiled in that blush pink, is where stock is displayed on custom-designed racks and shelving. The streamlined shelving has an architectural form to it, and when placed in front of the pastel walls, punctuates the space with a linear geometry. Two cement pillars, blemished with builders’ marks and notes, were kept for their raw beauty.

The bulkhead, a monolithic wedge in a deep petrol green, and the change in flooring, from terrazzo stone to plush carpet, marks the back of the store and the styling rooms. Here, the petrol green extends to the carpet and custom-dyed curtains – the colour was chosen because it works effortlessly across all seasons. In this dark space, the little surprises are more noticeable, like the purple trim on the edge of the mirrors, the flecks in the rendered walls and the copper accents on the hangers and racks.

With Ginger & Smart’s Pacific Fair store, Flack Studio shows an acute understanding of how to balance contrary colours, textures and materials. The result is bold and confident. Just like the Gold Coast women who shop there. **A**



**project**  
Ginger and Smart  
Pacific Fair  
Shop 2078,  
Hooker Boulevard  
Broadbeach Qld 4218  
gingerandsmart.com

**design practice**  
Flack Studio  
47 Bell Street  
Fitzroy Vic 3065  
+61 3 9489 0610  
flackstudio.com.au

**project team**  
Flack Studio design team  
lead by David Flack

**time schedule**  
Design, documentation:  
3 months  
Construction: 1 month

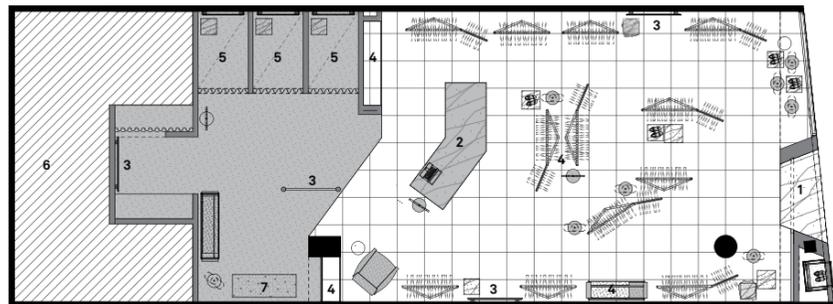
**builder and project manager**  
Zero 9 Constructions

**products**  
**walls and ceilings**  
Walls rendered in stucco  
render in ‘Christobel’  
from Dulux Acratex.  
Walls rendered in Dulux  
‘Celtic Rush’ and ‘Christobel.’

**flooring**  
Plush carpet in ‘Beginning’  
from Supertuft. Terrazzo tile  
in ‘Coral’ from Fibonacci Stone.

**furniture**  
Natural stone in ‘Esperador  
Dark’ from RMS Natural  
Stone. Indian jet black granite  
stone slab in leathered  
finish for benchtop from WK  
Marble & Granite. American  
oak joinery in ‘Black Caviar.’  
Cassina Lady chair from Cult.  
Concrete bench from Schots  
Home Emporium.

**other**  
Custom-designed  
clothing racks, shelves,  
mirrors and curtains.



- 1 Entry
- 2 Counter
- 3 Mirror
- 4 Display
- 5 Styling room
- 6 Back storage
- 7 Concrete bench



GINGER & SMART PACIFIC FAIR FLOOR PLAN 1:150



5\_ THE INTERIOR  
FEATURES POLISHED  
MIRRORS THAT CONTRAST  
WITH RAW CONCRETE.

6\_ THE CUSTOM-DESIGNED  
SHELVING PLAYS ON  
THE GEOMETRY OF THE  
STORE'S INTERIORS.

7\_ FOR THE FACADE, FLACK  
STUDIO WANTED TO ENGAGE  
PASSERSBY AT EYE LEVEL.