



By Rebekah Clark

GOOD GOES GLOBAL AT MAGGIE MARILYN

The New Zealand-born label has opened its first international home in the heart of Sydney



Courtesy of Maggie Marilyn

Nestled in a beloved corner of 'The Intersection' in Paddington – a bustling retail precinct in the heart of Sydney – Maggie Marilyn has found a new home. This week the New Zealand-born brand opened its first ever international flagship store with the aim to nurture an intimate offline experience. Experiences, that designer Maggie Hewitt hopes, contributes to a sense of community, instils trust, and creates treasured, meaningful memories.

"Maggie Marilyn's mission to realise a socially and environmentally responsible fashion industry, won't happen without the support of our global customer. The climate crisis is also a problem that will not be solved by playing small. Our 'bricks and mortar' Homes are pivotal to educating our customers about our brand pillars – it's about building and nurturing a community that will champion the collective 'good' we are seeking", says Hewitt.



Courtesy of Maggie Marilyn

Joining already established New Zealand homes in Newmarket and Britomart, the Sydney outpost exudes that same welcoming warmth. The design of the store is centred around the idea of an intimate dining room – brought to life by Interior Designer Alexandra Ponting of AP Design House – and showcases Italian mid-century furnishings in solid walnut timber, organic stone floors. The colour palette is inspired by nature and boasts hues of sage and dark green.



Courtesy of Maggie Marilyn

"Maggie and I wanted the exterior and interior palette to speak to the brand's new leafy surroundings, and to the neighbourhood's defining heritage Victorian architecture. Given the brand's planet conscious values and initiatives, it made perfect sense to reference nature's evergreen palette", explains Ponting. Vintage décor pieces were sourced as a priority. "The idea of breathing 'new life' into older pieces is very much aligned to my design aesthetic. I adopted a 'less is more' approach for Maggie's new Home – the directive was underpinned by the romance of investing in hero vintage pieces, to create theatre and intrigue in a mostly minimalist-inspired space", says Ponting.



Courtesy of Maggie Marilyn

Within the new space, it's the inviting dining table that anchors the room. "Sitting at a table with family, friends, and colleagues is 'golden'. The right kind of dining table is suggestive of an invitation to share food, laughter, and stories, and create treasured memories. It's the also the birthplace for some of our most honest and important conversations – a holding space for hard questions and uncomfortable truths. As we continue to propel the climate crisis conversation, we will continue to invite our community to take a seat at the table with us", says Hewitt.



Courtesy of Maggie Marilyn



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The new flagship will showcase Somewhere and Somewhere Man – a range of circular, traceable, evergreen essentials – as well as the beloved Forever capsules. The opening also marks the launch of the label's newest Forever capsule. See more [here](#).

Maggie Marilyn Paddington
13 Glenmore Road, Paddington, NSW 2021