

New Zealand designer label Maggie Marilyn finds its first Australian home in Sydney

Designer Maggie Hewitt brings her label's signature intimate friendliness to Australian shores.

By [Dani Maher](#)



Maggie Hewitt outside Maggie Marilyn's Sydney Home | ALL PHOTOGRAPHY DAN ROBERTS

ON AN OTHERWISE ordinary Thursday night, in an otherwise quiet street in Paddington, Sydney, something beautiful was born, as [Maggie Marilyn](#) celebrated the opening of their first international retail destination with a night of cocktails, dancing, and even an elevated sausage sizzle.

The acclaimed New Zealand-born label has found its newest home in Paddington's swish 'The Intersection' precinct; with the hopes of bringing its signature down-to-earth, direct-to-customer experiences to a new customer base. For founding designer Maggie Hewitt, the creation of a likeminded community has always been at the fore of the brand's ethos.

"Maggie Marilyn's mission to realise a socially and environmentally responsible fashion industry, won't happen without the support of our global customer," she says. "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."

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The new flagship boutique, brought to life by Alexandra Ponting of AP Design House, was envisioned as an "intimate dining room", complete with a familial dining table. A sense of elegant warmth and cosiness oozes from the organic-inspired design features: Italian mid-century furnishings in solid walnut timber; organic stone floors; and a nature-forward palette of sage and dark green.

"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", Ponting describes. Always true to the brands' eco-friendly ethos, vintage décor was prioritised.



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"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."

With the dining table at the heart of the store, a sense of family is immediately present. The dining table is a powerful symbol: One that represents food, laughter, friendship, and the creation of treasured memories. All that's left is to pull up a seat.

You can visit the new [Maggie Marilyn Home](#) now at 13 Glenmore Road, Paddington, NSW