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www.napiercity.co.nz





Rebuilding an image

Graham Bell is as passionate about the art of retailing as he is about the city he has spent 35 years pursuing that 'art' in.

editorial roger moroney / *pictures* anneliese hough

Up until about a decade ago the area around Tennyson Street was a commercial district perceived as far removed from the retail trade. Indeed, during the rebuilding period after the devastating 1931 Hawke's Bay earthquake, it was developed as a street of solid, high-ceiling, chunky-beamed commercial buildings that would be taken up by real estate firms, barristers and other professional businesses.

But in recent times, with those beautiful iconic Art Deco frontages, it began to appeal to independent retailers who were seeking its unique ambience and character for themselves. Entrepreneurial people, like Graham Bell, proud owner of Alexanders on Tennyson. "Alexanders originally opened in 1976 in Ocean Boulevard and when you have been in business for that length of time you need to keep re-inventing yourself," Graham explained. That 'reinvention' saw the shift to a thriving Tennyson Street in 2006 and Graham has not looked back since.

"We are so lucky in Napier. We have this little jewel in the crown called Tennyson Street...it is an appealing character avenue right in the middle of the Art Deco Heritage district"

Graham said one of the strengths of the street was that

everyone worked in together, sharing the same passion for having a 'point of difference'. "There's a real sense of place and a commitment to flourish. We not only work alongside one another, but we also socialise together. There is a vision, a passion, tenacity in being a collective – it is the same set of ideals as the people who rebuilt this city had back in the 30s."

As one of the longest-standing retailers in the central city, Graham's passion for pursuing the highest quality of stock as well as providing the very best service is a prime factor in his success. "We have three generations of customers coming in now," he said. "That's why we have clothes for men in all seasons of their lives who enjoy the look and feel of quality business and leisure wear."

Along with staff team member David Hellowell they embrace a firm philosophy that ensures the customer receives choice and a level of service experience, which is considered 'special'. "It is all about taking a personal interest in the customer." Graham recalled a sign he once spotted at a store in Paris. 'Be not inhospitable to strangers lest they be angels in disguise'. Everyone who walks through Alexanders' door is that special person.

Above and right:
'It's all in the detail'
throughout Alexanders.



In terms of the beautifully displayed stock, Graham personally chooses it all, constantly looking out for new brands, considering fashion influences from around the world and providing the finest of New Zealand and internationally made men's apparel to an increasingly discerning customer base. His mantra is simple and has been his cornerstone since he started out. 'Look, feel, fit'. "You can change the way people present themselves and build confidence and esteem. We're dedicated to help men create an individual style all of their own."

Alexanders itself has a contemporary and very smart image and reputation to protect ...the result of a lot of hard work and 'passion' for retailing. Graham's skills are now recognised far and wide. As he pointed out, about 65 percent of his customers come from outside Hawke's Bay, including many from overseas. Alexanders on Tennyson customers benefit from the experience, caring and personal interest that only an independent retailer of such long standing can provide.

Email alexapparel@xtra.co.nz

Linens to Love

Built on an enduring belief in living with style and quality, Linens to Love is an inspirational boutique that creates an experience which the customer is inspired to recreate at home. With its sumptuous range of dining and bed linens, owners Pam Pedersen and Nicky Ross have built a reputation for Linens To Love that has customers coming from all over the world. When people walk past on their Art Deco tours many find the window displays with their fabulous eclectic mix of homely comforts simply irresistible.

editorial judi hopkinson / pictures anneliese hough



Situated on Tennyson Street's popular boutique stretch, inside Linens to Love you will find an environment of warm sophistication, a tranquil, luxurious and restful atmosphere with a style that rivals, indeed exceeds, anything in major cities throughout the world. The high quality bedlinens with co-ordinating throws and cushions, luxurious embossed towels from Europe, lovely nightwear, gorgeous gifts and delightful home fragrance perfumes, all add to create a welcoming visual and sensual ambience.

"A great deal of passion goes into selecting the products we sell," Nicky says, pointing out that the quality products, locally, nationally and globally sourced, give customers a fabulous choice. "We have a range of products designed locally which are exclusive to our store."

Ever changing customer expectations and desires mean a lot of attention is paid to innovative new lines and displays, particularly bedding. "The mechanics of a bed are important," said Pam as she explained that what we sleep on is crucial to a good night's sleep – the underlays such as the ultra luxurious feather nest mattress toppers or pure silk underlays are just some of the important layers when making the 'perfect bed'. Often the customer is invited to go and have a coffee while a bed is remade to create a sumptuous new look so they can envisage the end result.

Time stands still when you find yourself surrounded in the luxury of Linens to Love, which has the most extensive range of bed linen in the region. They also stock a beautiful range of bedspreads by both New Zealand and international designers. "Bedspreads are very desirable," said Nicky pointing out that they create a beautiful tailored look. And let's not forget the kitchen and dining room, exquisite table linen and accessories to set the scene in your home.

For Pam and Nicky the focus is always on the customer and always striving to exceed expectations, helping to find the right product to create a personalised ambience at home. "It's important to work closely with each customer and find out what their specific needs are, from the bedding and lighting to accessories that complete a personalised individual look."

Having last year moved Linens To Love into Market Street, Pam and Nicky have further expanded with 'Poppets on Market', dedicated to displaying quality children's bedlinen, babyware and baby gifts. "Poppets on Market is whimsical and is the perfect place to find special treasures for little ones," said Nicky.

It's just another chapter of success in one of Napier's unique and irresistible stores. Linens To Love which is open 7 days is a delightful, sumptuous experience and the ultimate place to enhance your desires from the ideal gift to a perfect nights sleep.

www.linenstolove.co.nz



Turning the pages

It was a Tuesday and James Landon was surrounded by books. Nothing too unusual in that given he and wife Megan own and steer Napier's oldest, and firmly independent, booksellers - Beattie and Forbes in Tennyson Street. For James, being surrounded by books goes back a lot further. "There have always been books in the house," said James.

editorial roger moroney / **pictures** annelise hough






Growing up in southern England, James' parents always enjoyed reading and the joy of discovering the stories and knowledge that words could uncover drew James to the printed page as well. "Yes, I remember the first book I ever read on my own," he said, "it was 'Comet in Moominland' by Tove Jansson. I would have been six or seven."

The love of books was the same for Megan as she spent her early years in Australia. "I'd get a book out of the library at primary school every day, go home, climb a tree to escape from my two brothers and just read."

Like James and his family, books and reading were always part of her, and her family's lives. As retailers of the printed word however, they are relatively new to the game - beginning the new chapter in their lives back in 2005, a year after they and their four children arrived to live here.

They had met in London, where Megan was researching and lecturing at the London School of Hygiene and Tropical Medicine. So what prompted the great shift to New Zealand, and a new life in Napier?

CONTINUED OVER 



PREVIOUS PAGE: James and Megan.

RIGHT: Generations of Napier readers have enjoyed discovering new books at Beattie and Forbes.

⇒ James smiled. “Some would say it was a mid-life crisis I suppose. But it was more to do with providing a lifestyle and a solid future for the boys.” They realised if they were going to make the move they would have to do it then – as Patrick was only six, Jack and Felix were barely three and baby Wilfred had just arrived

“We had 13 good years in London,” James said, explaining he had worked his way up into the position of National Operations Manager for Comet, the second-largest electrical company in the UK. “But we were living in a small three-bedroomed terrace house in Wandsworth, in Southwest London and our fourth child arrived.”

Megan, who was born in Carterton, had lived in Australia until returning to New Zealand when she was 13. She had first brought James out to see her home country in 1993 and four years later came back for another holiday when they had their first look at Napier. “We loved it,” she said, adding that when the decision came it would be to Napier they would move.

“We wanted space and we wanted the boys to have their own rooms. We got that,” James said of their Napier Hill home. “We have fresh air, a lovely garden and just a great life.”

It was during a shopping visit to Beattie and Forbes that James was invited to buy it,

discovering that it was up for sale. At that stage Beattie and Forbes had just moved into lower Emerson Street from its long-time situation at the corner of Tennyson and Hastings Streets.

“An established book shop seemed very sensible and a fun change to our working lives – something we could both be involved in,” said Megan. They also bought a fine slice of Napier retail history with a golden bonus in staff member Kathleen Cocking who has been with Beattie and Forbes for 22 years. “Her knowledge and help is amazing,” said James.

The business began back in 1924, founded by Tom Sullivan and originally called the Office Supply Company. That was on the corner of Hastings Street until the 1931 earthquake. It moved temporarily to ‘tin-town’ in Clive Square before returning to the Tennyson-Hastings Street corner where it remained until 2003 when the shop moved to lower Emerson Street. After Tom Sullivan it was later taken on by Harold Husheer, who in 1968 sold it to Graeme Beattie and Barry Forbes. The business passed through two more owners before turning the next page in its history. Relocating the store to bigger brighter premises on Tennyson Street in 2009 was a long held objective of James and Megan.

From day one they set out to create a comfortable and personable environment for their customers of all ages.

Being part of the independent booksellers ‘collegiate’ they choose what lines the shelves, so they can pick the very best and affordable quality books from a remarkable diversity of subjects and categories. Just a wander through the shop and a perusal of the colourful and well-stocked racks clearly underlines that. “We order a lot of bespoke books and import books for customers,” said James, adding that was a large part of the business.

Beattie and Forbes has become a staple part of the Tennyson Street business community, as well as the wider literary community. They have developed a book club which meets in-store every month, as well as loyalty schemes and book launch evenings to raise the profile of local and visiting authors and their works. And, embracing technology, they had developed a fully transactional (buy on-line) website.

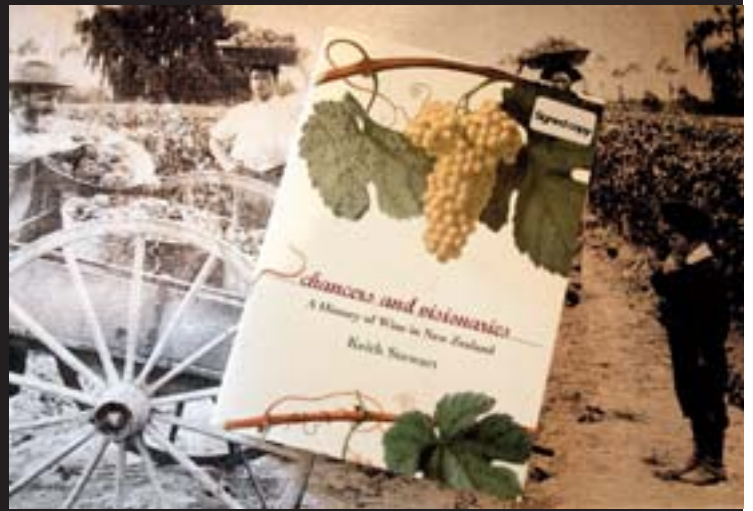
Beattie and Forbes has given Tennyson Street, and Napier, a true literary treasure where people can meet, chat, laugh, discuss words and of course turn a few pages.

www.beattieandforbes.co.nz



The best reads in Napier

Together with James and Megan Landon of Beattie and Forbes, Napier Life has chosen our top six Napier reads for your ongoing pleasure and relaxation.



A man wearing a dark leather jacket with a fur collar, a striped headband, and glasses is leaning on the hood of a vintage green car. The car has yellow wire wheels and a license plate that reads 'THATHO'. The scene is set at night in front of a building with large, illuminated arches. The lighting is warm and dramatic, highlighting the man and the car.

Charleston chic

Stepping into the gorgeous Charleston Chic boutique is a little like taking a step back in time — back to the time after the tragedy of the 1931 earthquake, which not only shook the city to its foundations, but also made way for a silver lining to the city's future. Out of this devastating tragedy came a beautifully remodelled city now known as the 'Art Deco Capital'.



With festivities bringing visitors from all over the world and celebrations that see the whole town dressed in the era, Charleston Chic is the perfect boutique to purchase everything you could possibly need to take you back in time to the eventful 1930s.

Owner, Lee-Anne Freeman, who is well known around Napier for her beautiful Art Deco outfits and accessories, is the epitome of Charleston Chic. Always immaculately dressed in period Lee-Anne said that her business has spread over the whole year. "Rather than being absolutely manic during the February GEON Art Deco Weekend, business is now steady all the time."

It's not just the 1930s people are dressing up to, but for balls, weddings, birthday parties, the races and other eras too. The shop is beautifully laid out with vintage and original clothing from flapper dresses through to 70s pants suits. There's a large selection of wonderful jewellery for any occasion as well as a selection of one-off pieces not found anywhere else in New Zealand. "These beautifully hand-made 'Deco' cards that have delicate embroidery and beading, are of famous designers. They are being bought to frame rather than used as cards," said Lee-Anne.

This page: 'Bertie' wears a genuine leather aviator jacket with wool lined collar, matching leather gloves and striped soft cap. Part of the stunning collection available from Charleston Chic.

Charleston Chic also stocks unique hand-made, made to fit leather shoes. You can choose the design, the colour and even between a Louis, jazz or sports heel, which is the typical heel of the 1930s. Men can also choose colours for their two-toned brogues.

Lee-Anne's hats are legendary as she is a skilled milliner, having trained under Ruby Crawford, a well-known local milliner who was in her 80s. It has proved to be an invaluable skill as the demand for hats to match outfits has grown enormously.

Recently Lee-Anne acquired some original retro ties – all silk, wool lined and uncrushable! "They were found in a box at the back of an old menswear shop that closed down years ago," she said. Looking at the designs they could have been made recently. "The 1930s were very avant-garde," said Lee-Anne. "In that era they had already invented things we think are new now."

The silver lining for Napier has been the ability to take the city out of the dust and rubble and turn it into one of the most famous tourist attractions in the world. Charleston Chic is a complementary part of that.

www.charleston-chic.com

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Pohutukawa Double Cone

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Katie Gold \$580



'Pa-kahawai' Lure

Pohutukawa, paua, bone

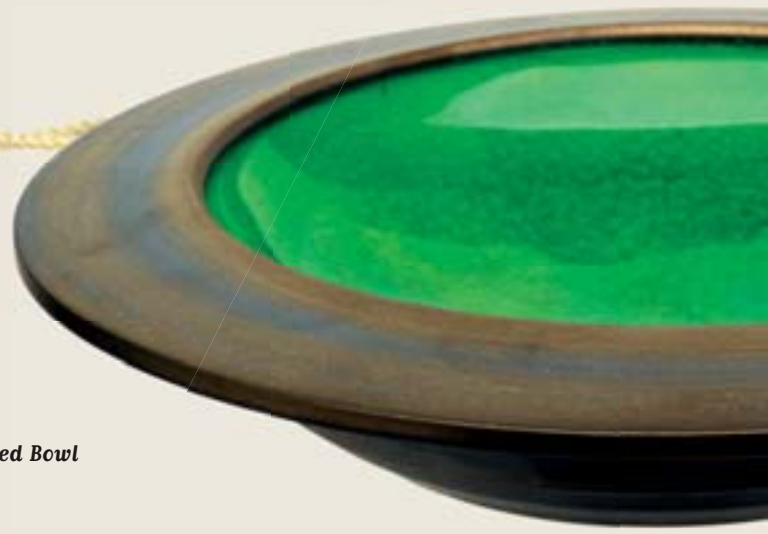
Josh Olley \$340



'Five Rounds Ring'

Sterling (#18)

Natalie Keegan \$370



Emerald and Bronze Glazed Bowl

Ceramic

Paul Winspear \$250

'Love of the Sea'

Boxwood netsuke (#18)

Doug Marsden \$1580



Making a Statement

Napier's arts scene has never looked healthier and our landmark Statements Gallery is literally brimming with eclectic art of all forms and styles. Napier Life has selected just a few of our favourites to tempt you through their doors on the corner of Tennyson and Hastings Streets.

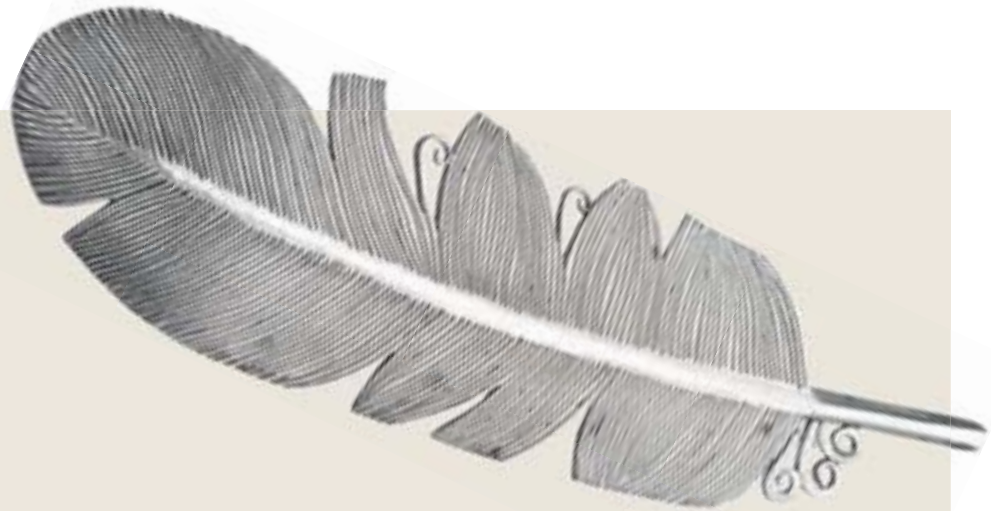
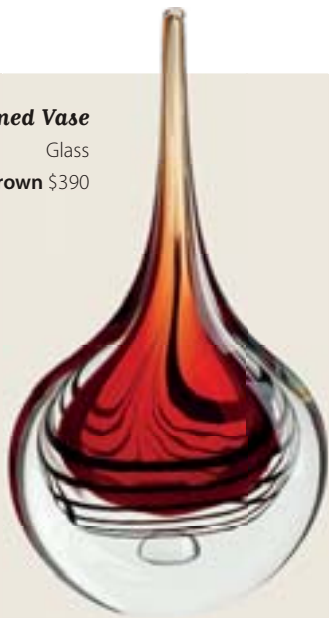
pictures lee warren

www.statementsgallery.co.nz

Flattened Vase

Glass

Katie Brown \$390



Feather Brooch

Sterling

Peter McKay \$450

Fantail Brooch

Sterling (9ct gold)

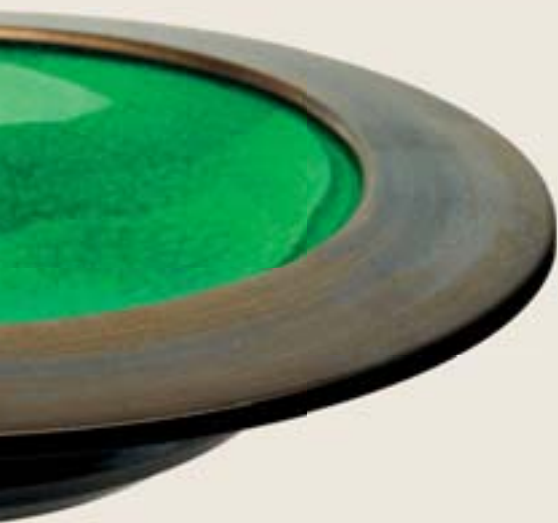
Lisa West \$545



Koru Pendant

Greenstone

Omni Caeon \$380



Pacific Chalice

Cast glass

Sue James \$1230



**Sculpture 1/6:
'Stepping Out'**

Bronze

Chris Elliot \$2300



Paper-Works

Upstairs, 27 Tennyson Street ~ www.paper-works.co.nz

A little different to other galleries on the Art Deco trail, Paper-Works is a hidden gem. Rather than focusing on a particular exhibition, Paper-Works have drawers full of art! Contemporary works by over 60 established and up and coming New Zealand artists.

Paper-Works deal mainly with works on paper showing a wider variety of artists works which are affordable, easy to transport and the client can choose how the work is framed. Original art including paintings, etchings, lithographs, woodcuts, screen prints, photography, oil pastels, art books and even glass resin planes. There is something for every taste and budget, whether buying for oneself or a present. Come upstairs, meet Winston the dog and excite the eyes.



St Beads

76 Tennyson Street ~ www.beadsonline.co.nz

People who enjoy spending leisure time in a creative environment will love visiting St Beads in Tennyson Street, Napier. This bead shop is arguably the largest in the North Island and the stunning array of beads will satisfy the most discerning bead connoisseur. "Our beads are mostly used for jewellery making but other uses including embroidery, card making, mosaics and much more," said Sales Manager Sara MacLeod. Designer made jewellery is also available with the majority of pieces created on site from available beads. Customers are encouraged to use these designs as inspiration for their own creations. "A making area is provided for customer use and it's not unusual for people to spend several hours in leisurely creative bliss," said Sara, and for the traveller these items are wonderful gifts for family and friends at home. St Beads is open 7 days.

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Decadence

Shop 5 Civic Court - 06 835 0400

There's a light, airy welcoming charm at Decadence with a friendly and enthusiastic team. Owner Glenn Patrick said, "We have excellent natural light which is essential for working with colour and that is our forte."

With the focus clearly on the client feeling comfortable and at ease Glenn maintains pre-appointment consultations are very important. The emphasis is to create a hairstyle that looks fantastic even a week or two down the track. With more than 30 years in hairdressing, Glenn works closely with his daughter Sharne who brings 10 years experience to the salon. Decadence now provides a whole service with makeup and nails for weddings or special occasions.

The Decadence team of award-winning hairdressers are specialists in making their customers feel a million dollars without the million dollar price tag.



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Fringe Benefits and Cut Off Point

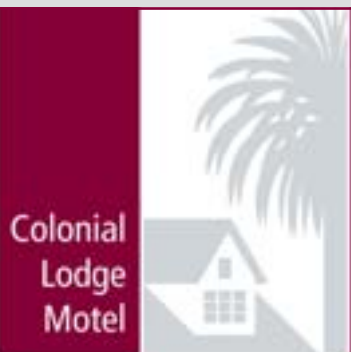
171 & 179 Hastings Street - (06) 8341400 / (06) 8341406

Is it time for your next haircut, colour or perm? Then it's time to check out Fringe Benefits Hair Salon and Cut Off Point Unisex Cutting Bar. These are two of Napier's very best Salons. Fringe Benefits is an appointment Salon and Cut Off Point is a no appointment Cutting Bar. The service is second to none with an experienced fully qualified team of hairdressers and barbers.

It's a great kiwi family business with daughter Michelle managing Fringe Benefits and, next door, son Greg managing Cut Off Point. "Both salons are rocketing," the owners Don & Cec Patterson state. "Our prices are extremely competitive. At Fringe our standard ladies haircut is from \$30 and consultation is free of charge of course. At Cut Off Point a man's standard cut is from \$18.00, a ladies from \$22. In both Salons we operate a generous loyalty system. Our team is the best!"

Both Salons are major stockists of the reputable organic De Lorenzo 'Trico' hair & scalp treatments and the extensive product range from Matrix, Fudge and Redken. The exceptional quality of service, convenient location, the friendly relaxed atmosphere (including SKY television) and very reasonable prices for cuts, colours, and perms have people literally flocking in.

On Saturdays their special occasion 'specialist' comes in to style for balls and weddings. One or other of the Salons is open late every night except Friday. There's no excuse - you can have a best hair day every day!



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