

# kowtow

## WELLINGTON FLAGSHIP STORE

Media Release

Kowtow was born in 2007 with the desire to create an ethical label that would be the example for a fashion forward, global thinking business. 11 years on, the label opens its flagship store in their hometown of Wellington, New Zealand, with an emphasis on natural, locally sourced and sustainable materials.

“The store opening is an opportunity to bring the Kowtow ethos into a physical space. The only option for us was to engage interior designer and architect, Rufus Knight, as he is leading the charge with innovative interiors. Rufus was excited to work with us as sustainability and traceability is core to what we do and he wanted to execute that in the design. Every detail was considered - from the recycled nylon rugs to the New Zealand grown and milled timber - “ Gosia Piatek - Founder & Creative Director.

The store articulates minimalism, simplicity and generosity. From the outside, two large windows frame the space. Instead of traditional displays, passerbys have an open and transparent view of the store’s day to day life.

Floor to ceiling structures divide the space with rhythm and support a bespoke racking system, while display shelves punctuate the space. The point of sale anchors the space and invites conversation.

Every aspect of the store has been selected with sustainability in mind:

- Sustainably grown, harvested and milled eucalyptus, finished by hand with a non-toxic, eco friendly Osmo hardwax oil.
- Point of sale and display units are made from valchromat, a FSC certified product made with post industrial recycled wood chips and aimed at reducing environmental impact.
- Handmade ceramic tiles by local artist, Gidon Bing.
- Floor rugs made from salvaged and recycled synthetics, including fishing nets recovered from the ocean.
- Modular sofas designed by Simon James and upholstered with renewable and compostable fibres: virgin wool blends.
- Linen curtains that have been sustainably grown, harvested and processed using the environmentally friendly dew-retting method.
- Hotaru Buoy pendant lights designed by Barber & Osgerby and manufactured by Ozeki & Co Ltd., a celebrated Japanese company dedicated to making paper lanterns since 1891.

Kowtow

29 College Street, Wellington

Design & Concept - Rufus Knight & Kowtow

Architects - Makers of Architecture

Fit Out - Makers of Fabrication

Photographer - Simon Wilson

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