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## Fairfax Media Launches New Online Destination for Australian Design

Australia's leading digital publisher Fairfax Media today launched a new high-end online shopping destination, The Store by Fairfax, [www.thestore.com.au](http://www.thestore.com.au).

With an emphasis on Australian designers, artists and craftsmen, The Store by Fairfax features an expertly curated collection of more than 1000 products, many of which are available exclusively through it.

Fairfax Media Chief Executive Officer Greg Hywood said: "The Store by Fairfax is a great opportunity for us because it combines e-commerce expertise with our extensive experience in lifestyle publishing and mass audience reach. It is perfectly positioned for success as Australia's premier destination for beautifully designed products."

Customers can browse Art & Prints, Home & Garden, Clothing and Accessories categories with items selected by a team of curators that includes interiors expert Karen McCartney, stylist Inez Garcia, creative director of Jamie Durie Design Nadine Bush, chef and restaurateur Neil Perry, design advocate David Clark, *The Age* fashion & lifestyle editor Melissa Singer, art consultant Alex McCulloch and design consultant Barbara Hermon.

"Our curators have an experienced eye for high-quality lifestyle products, as well as impressive contact books and deep connections with the art, fashion and design worlds," The Store by Fairfax's Director Trudi Jenkins said.

"We work with our curators to bring the best of Australian design to The Store by Fairfax. It's exciting to be able to support Australian artists and designers and their innovative, creative work, and make it widely available."

Customers use the seamless platform to browse and place orders, with products shipped directly by the maker. Free delivery Australia-wide and 30-day returns are available.

"Not only do we offer products for purchase but we will tell the stories of the people behind those products; unearthing the craftsmanship, passion and often pure hard work that goes into their creation," Jenkins said.

The Store by Fairfax will be promoted across Fairfax Media newspapers and websites, which reach 13.2 million Australians via highly engaging and impactful print and digital assets, according to Emma data for August 2016.

The site's launch is being supported by a digital and print advertising campaign featuring eight craftsmen and designers who have products available on The Store by Fairfax. These include abstract artist Robert Doble, bag maker Mark Whitaker of Domesticated Bovine, ceramicist Hayden Youlley of Hayden Youlley Design, fashion designer Sam Jones of Pol Clothing, milliner Jonathan Howard, "extreme knitter" Jacqui Fink of Little Dandelion, terrarium maker Lesley Williams of Botanica Boutique, and textile designer Bonnie Ashley of Bonnie and Neil.

2UE Talking Lifestyle (954AM) will feature a "Meet the Makers" radio spot with the designers on Fridays.

Invite-only events will be held this week in Sydney at Eleven Bridge and in Melbourne at Arc One Gallery to celebrate the launch of The Store by Fairfax.

### Ends

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