

VOGUE

AUSTRALIA

ALL THE
HOT NEW
BAGS,
SHOES,
JEWELS

QUEEN
OF COOL
KATE MOSS

BIG ISSUE
WHO'S
REALLY
A SIZE
ZERO?

FLOWER
POWER
*GARDENING
AS THERAPY*

BEAUTY DOS
AND DON'TS
FROM
20
TO
60+

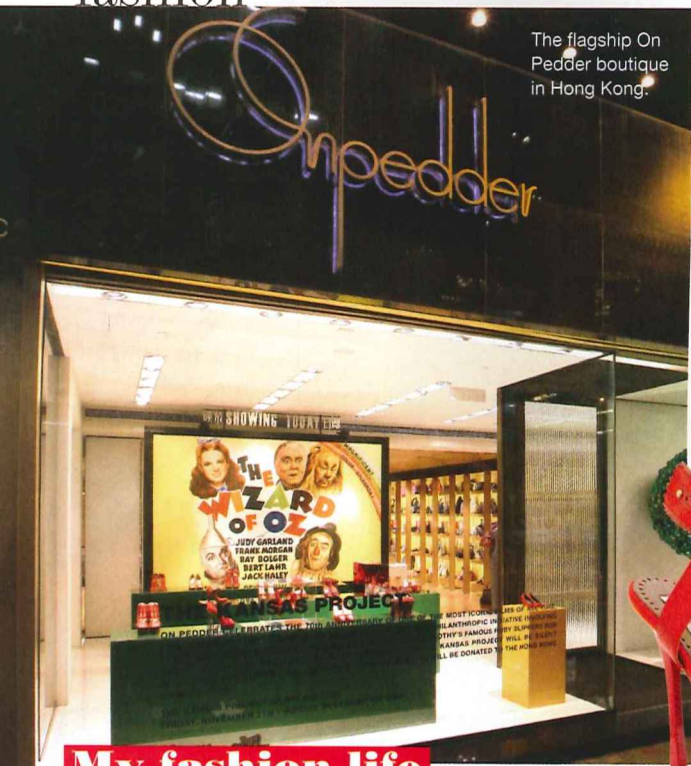
WHAT'S
IN
FASHION
NOW

\$7.95 MAR '09 NZ \$9.90

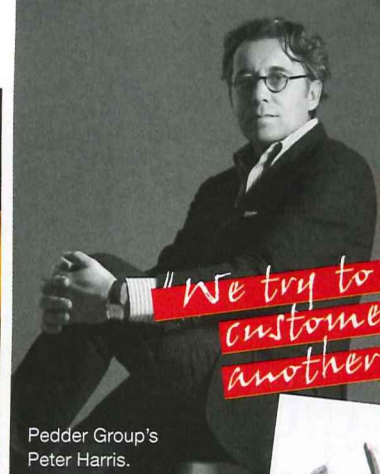


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The flagship On Pedder boutique in Hong Kong.



Pedder Group's Peter Harris.

"We try to take customers to another level"



Corto Moltedo clutch bags.



Left: Stella McCartney shoes created for On Pedder's Kansas Project. Right: Bruno Frisoni shoes for On Pedder.



Pages from On Pedder's Pedderzine.

My fashion life

peter harris

Isabelle-Marie Créac'h meets the Sydney-born president of the Hong Kong retail group that created the On Pedder chain of cult accessories boutiques.

Where did your career in fashion begin?

"After I completed my studies and taught English literature for a year, I decided to move to London and look for a job in retail. By chance, my first retail experience happened to be in footwear: it really was fate. I found the whole experience – the products, the customers and the general store atmosphere – exciting and decided to abandon my previous career aspirations."

What inspired the opening of the original On Pedder boutique back in 1996?

"The eclectic world of accessories. The Pedder Group had an opportunity to showcase the world's best accessories in an accessible but indulgent environment. We approached On Pedder [www.onpedder.com] in the same way that you would a wonderful delicatessen or a chocolate shop."

On Pedder also publishes a world-class magazine, Pedderzine ...

"Pedderzine is very unique in that it is devoted entirely to shoes and accessories. Thanks to the collaborations with designers, we're now up to the fifth edition and it has become a collector's item. We also like to bring designers out to Hong Kong and create unique formats around their visits. We hold a lot of in-store exhibitions. Recently, we launched the Kansas Project to celebrate the 70th anniversary of the iconic film *The Wizard of Oz*. We asked designers such as Alexander McQueen and Christian Louboutin to re-interpret Dorothy's ruby slippers. The shoes were then sold in a silent auction, and the proceeds went to the

Hong Kong Cancer Fund. Our objective is to take our customer as close as possible to the thought processes of our designers."

Are accessories designers becoming as important as fashion designers?

"Accessories designers are the new fashion celebrities. Today, there is a sameness about the way people dress: denim and T-shirts, for example, seem to be worn by everyone. A pair of shoes completely changes the way a woman carries herself and a piece of costume jewellery allows a woman to make her own personal statement. [Accessories] are democratic in their reach."

What are the latest trends in accessories?

"A clutch in a precious material is one of the most important statements; skins such as snake and crocodile are very popular. Autumn/winter '08/'09 saw shoe collections being heavily influenced by the Balenciaga high-heel gladiator. The other extreme is, of course, the classic flat Lanvin ballerina. At the spring/summer '09 shows, women wore both, sometimes within the same day. They wouldn't change their outfit, but rather used two extreme shoes to create two entirely different personalities."

What about the strongest trends for spring/summer '09?

"In footwear the very high heel continues, as does complicated strapping. Giuseppe Zanotti for Balmain is a great example, as well as Pierre Hardy, who takes the gladiator to another level. These looks are contrasted with a very strong tribal influence, which sees a lot

of fringe detailing. This look was strong at Louboutin, Zanotti, Yves Saint Laurent and Givenchy. Handbags are smaller in shape and finished with chain or fringe detailing."

What's the secret to an accessory selling well?

"We actually talk about not buying what the customer wants. Instead, we try to take them to another level."

What are some of the brands that never go out of style?

"Pierre Hardy, for discipline of design; Azzedine Alaïa, for signature staples; and Givenchy, for modernity. We've always loved the work of Christian Louboutin: there's something so special, original and organic about that brand. [Louboutin] lives outside of the fashion system and there is a very strong individual expression in the way his collections are built."

Who are the rising stars?

"Nicholas Kirkwood, Alexander Wang, Delfina Delettrez and Christophe Coppens."

You've lived in Hong Kong for over 15 years. Which stores do you still love to visit when you're back in Australia?

"In Sydney, I'll always visit Arida in Potts Point (02 9357 4788), as I have always enjoyed the way Elizabeth [Jones-Hall] selects for the store; Parterre in Woollahra (02 9363 5874) has interesting home pieces; and Fratelli Fresh in Waterloo (02 9699 3161) has food that isn't easy to get in Hong Kong. We'd love to bring our point of view to Australia in the future."