

# SUIT YOURSELF

Hecker Phelan & Guthrie (HP&G) have created a less-than-stitched-up interior for Joe Black The Tailor's new store, in Little Collins Street, Melbourne. Dark and moody, the E-Spoke rather than bespoke business, offers customers the opportunity to dress in style at an affordable price. "The E is for electronic. The latest technology streamlines the process," says Interior Designer, Hamish Guthrie.

This store follows on the heels of Joe Black's first store, also in Little Collins Street and also designed by Hecker Phelan & Guthrie. "Our brief for both stores was to re-energise the idea of traditional tailors," says Guthrie. "The design is directed towards a younger market, the Antipodean who appreciates a sense of irreverence."

From the moment customers step over the store's threshold, there's a sense of playfulness. While mannequins in the store windows are dressed in classical suits, the interior is far from conservative. Oak-stained floors are a backdrop for over-scaled trunks, covered in white painted canvas. "The idea of the traveller was firmly in our minds, particularly travel to the South Pacific regions," says Guthrie.

Oak joinery allows the artful display of shirts, ties, cufflinks, as well as suits. And to create a home away from home, the designers have included a complete walk-in wardrobe. Peeking out from behind the socks are men's magazines from the 1950s and 60s. "We've tried to create a more relaxed ambience," says Guthrie. "But the wardrobe also allows people to see how Joe Black fits into their lives."

While the joinery has a contemporary feel, some of the units were modelled on old-fashioned haberdashery counters our grandparents would have grown up with. And although labels are missing from the steel-handled drawers, glass display cases allow shirts, ties and cufflinks to be viewed. Also visible is a stuffed Piranha, with its open jaw placed on a bed of pebbles in a glass bowl.

As entertaining, and considerably more comfortable, is the furniture designed by Suzie Stanford. A hand-stitched leather saddle has been transformed by Stanford into a rocking chair, complete with horse tail. And an armchair, covered in hopsack linen, is layered with men's shirts. "We worked closely with Suzie on the other Joe Black store. That theme was based on cycling. This one centres on racing," says Guthrie, pointing out Stanford's 1970s armchairs covered in Jockey silks.

*Stephen Crafti is Indesign's Melbourne correspondent.*



## THE INSPIRATION MAY BE TRADITIONAL, BUT THERE'S

One of the highlights of the store is the large change rooms, more akin to fitting rooms. Complete with Stanford's stools and customised carpets, the change rooms are screened by curtains designed by HP&G in association with New Zealand-based designer Nicholas Blanchett. Featuring jackets and trousers heavily outlined with tailors stitching, these curtains emphasize the suit in its deconstructed form. "We wanted people to appreciate the work that goes into making a suit," says Guthrie.

The range of fabrics, buttons, and trims in Joe Black The Tailor would engage most buyers and there is more than enough on display to attract the curious shopper, from vintage brief cases to framed photos of The Beatles. "Buying a suit should be a memorable experience. It's not something you do every day," adds Guthrie.



## NOTHING OLD-FASHIONED ABOUT JOE BLACK THE TAILOR

### JOE BLACK THE TAILOR

**INTERIOR DESIGN** Hecker Phelan & Guthrie  
**BUILDER/PROJECT MANAGER** Liquid Lines  
**LIGHTING CONSULTANT** JSB Lighting

**TIME TO COMPLETE** 3 months  
**TOTAL FLOOR AREA** 158m<sup>2</sup>

**HECKER PHELAN & GUTHRIE**  
 (61 3) 9421 1644 hpg.net.au

**FURNITURE** In the meeting and sales areas, stools from Italian company Billiani from Hub Furniture. Change room armchair and general floor area stools by Suzie Stanford.

**LIGHTING** 'Edison' pendant from Mance Design. Modular 'Yon' surface-mounted track light, Modular 'Lotus Asymmetric' adjustable downlight and Modus 'T5' fluoro light channel to joinery, all from JSB Lighting. 'Half Moon' pendant part of the Karboxx collection from Hub Furniture.

**FINISHES** Carpet inlay in change rooms and measure-up area from Rugs Carpet & Design. Service and consultation rug also from Rugs Carpet & Design. Non-slip matting inlay to entrance from Birrus Matting Systems. Shop front glazing, mirror and laminated glass from Viridian

Glass. Melamine to joinery from Laminex. General ceiling and wall paint from Dulux. Duroloid flooring from Forbo. Wardrobe room wall panelling and upholstery from Safari Living. General flooring, wardrobe and joinery plinths 'Oak Multi Ply' timber from Harper & Sandilands.

**FIXED AND FITTED** Change room hook drawer fronts 'Card Frame', chest drawer handle from Graeme Brown Antiques. Shutters from InVogue Blinds.

**ART** Found objects and artwork all from Suzie Stanford.

Birrus Matting Systems (61 8) 9246 7703 birrusmatting.com.au Dulux 13 25 25 dulux.com.au Forbo 1800 224 471 forbo-flooring.com.au Graeme Brown Antiques sales@gbrownantiques.com.au gbrownantiques.com.au Harper & Sandilands (61 3) 9826 3611 harper-sandilands.com.au Hub Furniture (61 3) 9652 1222 hubfurniture.com.au InVogue Blinds (61 3) 9428 5133 invogueblinds.com.au JSB Lighting (61 8) 9364 1199 jsblighting.com.au The Laminex Group 13 21 36 laminex.com.au Mance Design (61 3) 9429 1959 mance.com.au Rugs Carpet & Design (61 8) 9371 9257 rc-d.com.au Safari Living (61 3) 9510 4500 safariliving.com Suzie Stanford 0403 920 450 teatowelchairs@iprimus.com.au Viridian Glass 1800 810 403 viridianglass.com

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**LOCATION** MELBOURNE | AUS  
**PROJECT** JOE BLACK THE TAILOR



**TOP LEFT** The joinery is in Oak and also modelled on old-fashioned haberdashery counters

**TOP RIGHT** A cursive script laid onto the streetfront glass gives visitors a hint of the travel theme within

**BOTTOM LEFT** In the change rooms is a Suzie Stanford armchair covered in hopsack linen