

## Skinny Laminx store sports a chic update

Homeware and fabric store Skinny Laminx, owned by designer Heather Moore, has undergone a stylish revamp. The Bree Street retail space is now double the size and boasts more street frontage and a dedicated 'pillow lab' and fabric studio.



When the doors of the Skinny Laminx opened on Bree Street in December 2011, it was barely a month since #201 had been a scooter repair shop. The transformation from greasy garage to chic storefront and studio was dramatic, and quite unexpected for a street that was mostly known for somewhere to check the tread on your tyres, not so much a hot retail destination.

Six years later, Bree Street is a top-drawer shopping destination and Skinny Laminx now occupies the entire top floor of the building above the shop, exports across the globe and provides employment for 15 people.

While the original shopfront has served the brand well, a bigger operation needs more space. Thanks to interior gurus Robert Sherwood and Mila designer Gerard Back, Skinny Laminx was able to double the size of the store without having to leave the neighbourhood.

### Step inside

According to Skinny Laminx, the revamped retail space is "more grown up, assured, sophisticated and, without a doubt, chic". There's a lot more street frontage, and mornings reveal noseprinted shop windows as late-night window shoppers peep inside, all the way through to the fabric studio at the back of the shop.



Inside, the 'Pillow Lab' takes up an entire wall which is dedicated to creating a bespoke pillow prescription for the home. "This is the place to perch on a 60's-inspired accent chair, finger on chin, to give the notion of sprucing up the pajama lounge the proper time and contemplation it deserves," says the company.



Meanwhile, the fabric studio showcases the multitude of options for Skinny Laminx curtains, wallpaper, bespoke upholstered furniture and made-to-order lampshades. Throughout the shop, browsers will find patterned table linen, handmade monkey toys, gold-embossed cards and tags, beautiful and useful aprons and tea towels, as well as vintage finds and studio pottery provided by Moore herself.

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