



Q&A

WITH VANESSA HOLDEN, CREATIVE DIRECTOR OF WEST ELM

INTERVIEW PIP MILLER PHOTOGRAPHY NATASHA CALHOUN & WEST ELM

For an Aussie girl from Bondi who now calls New York home, bringing her company down under has been a dream come true. As the Vice President of West Elm, one of four American super brands (Pottery Barn, Pottery Barn Kids and Williams-Sonoma), Vanessa Holden was at the helm all the way for the store opening in Bondi Junction's Exchange building last month.

THE WEST ELM STORE IN SYDNEY HAS BEEN OPEN FOR ALMOST A MONTH NOW – CAN YOU TELL US A LITTLE ABOUT THE RESPONSE?

The response has been amazing! We're so excited that customers who knew a little about us through online shopping or blogs can now come in and touch and feel the product and we're even more thrilled to introduce the brand to customers who had



never heard of us.

IT MUST BE WONDERFUL TO PLAY AN IMPORTANT ROLE IN BRINGING WEST ELM TO YOUR HOME TOWN. ON THAT NOTE, DO YOU PLAN TO OPEN ELSEWHERE (BE IT IN AUSTRALIA OR ELSEWHERE IN THE SOUTHERN HEMISPHERE) IN THE NEAR FUTURE?

Yes! We just officially announced