

Assembly Label Chermside Store by IF Architecture

Chermside, Queensland, Australia
Words by Yashwanth Rajeev / Jaisankar • Photography by David Campbell





Assembly Label was conceived in 2011 by Damian Moran and Daniel O'Leary in response to a growing need for simple and sensitive sartorial expression. The clothing label's latest outpost in Chesham, Queensland, designed by architecture and interior design practice IF Architecture, holds a mirror to its down-to-earth ethos, employing muted tones, textures and materials that display a visual equilibrium.

Assembly Label is synonymous with capsule wardrobes, offering a range of versatile staples that embody a 'less is more' approach. With high-quality materials, classic silhouettes and witty colour palettes, its clothing and lifestyle collections are designed to be evergreen. The expression of timelessness is echoed in its latest outpost.

Situated inside Westfield Chesham, the store echoes its sister locations by way of its warm and meditative interior. "IF Architecture strives to create in-store experiences that are immersive, unforgettable and that are exemplary of the Assembly Label lifestyle," says IF Architecture Director Iva Foschia. "Our goal was to create a seamless and integrated experience that leaves a lasting impression on customers and keeps them coming back for more."

In an effort to vitiate the shell and keep with Assembly Label's minimalist design language, the team at IF Architecture pared the material palette down to a bare minimum, elevating the experience with a

whorl of thoughtfully layered tones and textures. Similarly, the interior is an object lesson in contrast. Natural oak floorboards in the main space serve as a warm counterpoint to the travertine tiles at the entrance. Likewise, the grays walls, coloured off-white, lend texture to the seemingly polished parquet.

At the heart of the store is the bar de fons – a long, white oak counter with handcrafted timber joinery, designed in collaboration with the husband-and-wife team behind South Murrumbidgee-based furniture studio Mr and Mrs White. The simplicity of the counter is offset by the rose paper pendant hanging above it and the sconces reminiscent of halos that enliven the walls. The combination of gentle curves and luminous accents creates a cocoon-like effect, which is further enhanced by the nearby sitting space composed of a custom white oak sofa, travertine coffee table and Carl Hansen & Søn chair.

Like Assembly Label's clothing collections, the store takes inspiration from Australia's beautiful coastal landscapes. Woven linen-blend curtains in the changing rooms inspire a breezy beachside spirit, while a steel floor covering in a chevron pattern injects a dynamic, tactile undertone. Together, the elements inspire a relaxed spirit, encouraging patrons to move at their own pace, in their own time.



Assembly Label's Westfield Chesham store echoes the brand's clean aesthetic with its warm, minimalist interior.