

# For the Love of Design — Collective

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Devoted to tailoring unique design and furniture solutions for discerning clientele, Collective offers a constantly evolving selection of furniture, lighting, accessories and joinery – each piece with a story to tell. Driven by an all-encompassing love for design, the design industry and the people who make it, the family-owned and operated small business is in constant search of the new, the unique and the innovative.

Founded in 2019, Collective has garnered a loyal following among designers and homeowners alike – and for good reason. The brand regularly marks its presence at design fairs and international events in a bid to discover best practices, trends and local secrets. By the same token, its repertoire of brands and products is fastidiously curated with an emphasis on quality, expertise, design and materials.

The driving focus is on design innovation, with Collective regularly seeking out lesser-known brands that echo its values and ideas. “We like to be new and different. We’re always looking for things to add value to the Australian market,” says Collective Founder Nicholas Schwal, whose recent trip to Milan’s Salone del Mobile 2022 was met with many new discoveries that are poised to soon debut in the store.

Collective’s showroom in South Yarra, in Melbourne’s inner south-east, is an expansive space that exemplifies the brand’s genuine and long-held passion for design. With over 500 square metres of floor area and window frontage onto Malvern Road, the showroom’s minimalist and understated identity allows the pieces displayed within to take centre stage.

In addition to the extensive collection of furniture and objects, there is also a vast library of resources for products not on display available to both designers and homeowners. “We work collaboratively to source or customise that perfect piece that responds to [our customers’] needs,” Nicholas says. “Projects can range in size, from as small as one chair to as large as a whole home. Our approach is personalised to each client.”

Collective represents a carefully curated selection of both local and international designers. The ever-evolving array of products and solutions spans furniture, joinery, lighting and accessories, and the company also works with a local maker to create bespoke tables. Evidently for the team at Collective, each project is a labour of love. “We love having discussions and brainstorming ideas, and we’re invested in trying to find solutions,” shares Nicholas.

“At Collective, you’re not just placing an order. You’re seeking out a unique piece that not only responds to your needs but also has a story to tell and will be enjoyed for generations to come.”

