

There's a lot cooking at Q1

by Travis Lye
business property editor

A TOUCH of Europe has been added at the base of the Q1 tower in Surfers Paradise – an upmarket kitchen showroom.

Business Stile Di Vita has made its Australian debut in the iconic Gold Coast building where it has leased a 265sqm outlet.

The outlet's fitout features the fine lines of three Italian-made kitchens.

The concept store, associated with Mohdar Enwar and Nadhir Rahman, has exclusive Australian right to distribute the products of prestige kitchen-maker Arclinea.

The Italian company was set up in 1925 using the name of its founder, Silvio Fortuna Senior who resumed a business started by his great-grandfather in 1816 after it was interrupted by World War One.

The company began as an artisan design laboratory specialising in woodwork.

In 1960, the company became Arclinea Cucine Componibili and focused on larger-scale production, specialising in kitchens.

The starting price for an Arclinea kitchen is \$40,000.

The list of home-owners who have one of the company's kitchens includes Brad Pitt, Richard Branson and Kate Blanchett.

Mr Enwar said he chose Q1 for the first store in Australia as it was within a stone's throw of one of the most exclusive streets in Australia, Hedges Avenue, at Mermaid Beach. "We wanted the best position on

the Coast to keep the shopfront in line with the high-calibre brand that we represent," he said.

"We are selling a lifestyle. If you buy a Ferrari you want the best interior; it is the same with a home."

Stile Di Vita's five-year lease comes with options and was negotiated by Nicholas Brown, Steve Black and Kym Thrift of Bayliss & Samra Commercial Realtors, at an undisclosed rate.

The agency also recently negotiated a deal for a five-year lease with a hair studio for a 42sqm space at the base of the tower.

The salon, to be named Geoff Simpson at Q1, is the debut Australian store for Geoff Simpson, who has four salons in Asia.

Mr Simpson said he decided the time was right to break into the Australian market and the Gold Coast was the logical location for the store.

Ms Thrift said the salon's fitout featured a \$10,000 imported chandelier, made by Swarovski Crystals, and had been attracting plenty of interest.

Mr Simpson worked with Loreal as the company's creative director for the Asia region and has more than 28 years' experience in the salon business.

Leasing agent Miss Thrift said that both tenancies brought a style to the precinct that complemented its image as an iconic building.

Two shops remain for lease in the Q1 retail precinct, measuring 83sqm and 107sqm, and come with additional alfresco dining space.



An Arclinea kitchen on display at the Stile Di Vita store