

Retail Review

SYDNEY RETAIL SAFARI

SYDNEY:



THE ICONIC CITY

Sydney, a lively city known for its yacht-studded harbour and stunning beaches, is also home to the iconic Opera House with its towering sail-like structure. Originally established as a British colony for exiled convicts, Sydney has transformed into

Australia's most diverse and cosmopolitan urban hub, offering an exciting food, arts, and entertainment scene. Additionally, there is a new icon that has recently opened up in the city...

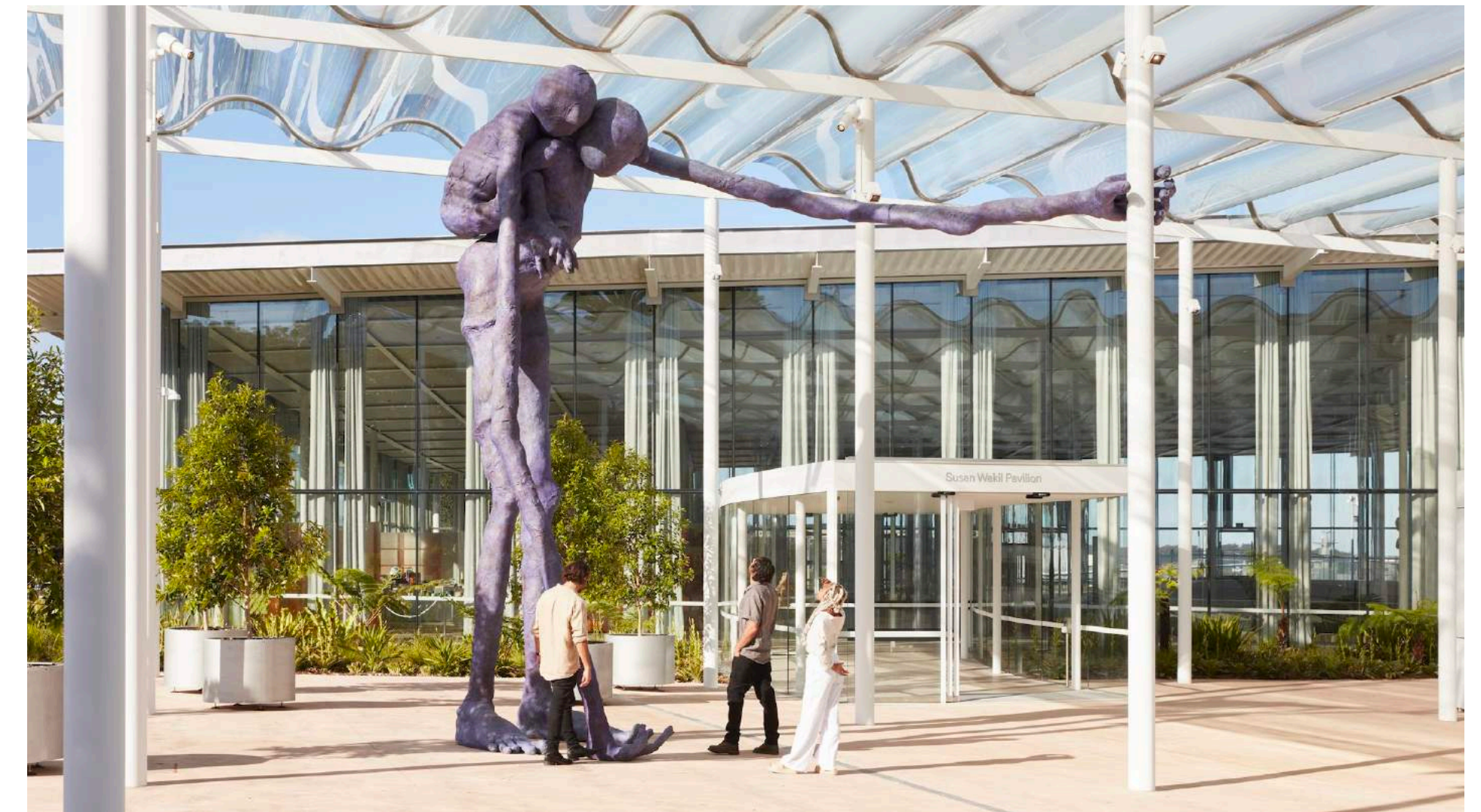


THE NEW ICON: SYDNEY MODERN PROJECT AT THE ART GALLERY OF NSW.

“MOST SIGNIFICANT BUILD SINCE THE OPERA HOUSE”



If you plan on going to Sydney, be sure to check out the impressive Sydney Modern Project, which cost \$344 million to construct. Experts say it's the most important cultural development in the city since the Sydney Opera House opened almost 50 years ago. Plus, it's the first art museum in Australia to receive the top rating for sustainable design.



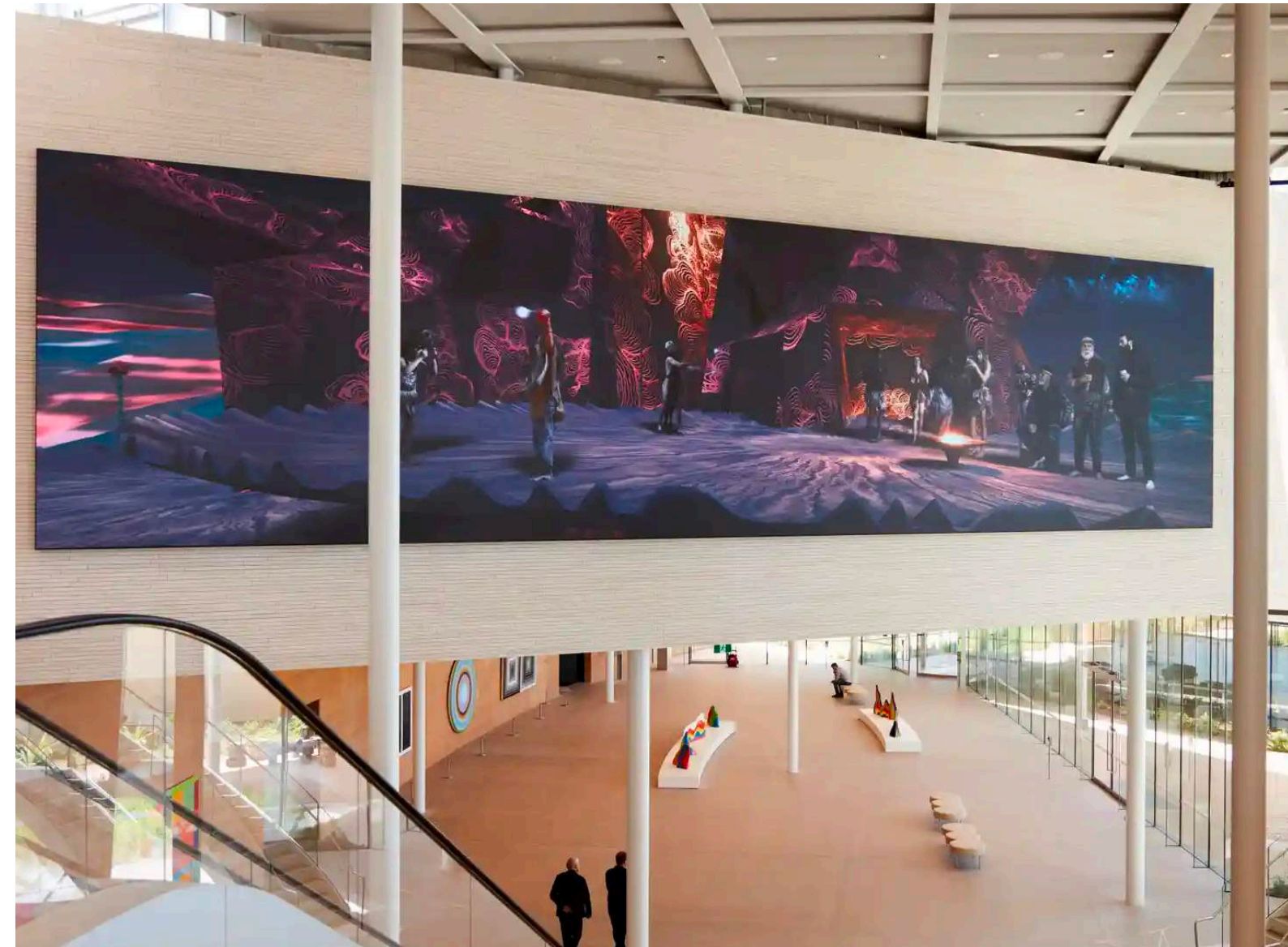
THE NEW ICON: SYDNEY MODERN PROJECT AT THE ART GALLERY OF NSW.

ART, ARCHITECTURE AND LANDSCAPE



“You cannot fully comprehend the scale of this mammoth building... Around every corner, new spaces emerge, and reveal with them entirely new styles and arrangements of art.”

Time Out, 2022



To visit the Tank, head down to the fourth level underground. This 2,200-square-meter former Second World War fuel bunker has been repurposed for exhibitions, resulting in an impressive and spacious display area.

AN ASSORTMENT OF ECOSYSTEMS

Exploring Sydney's iconic retail locations, the YS team discovered a diverse and rich retail scene in the city. We identified current and emerging retail trends during our journey through each ecosystem...



Sydney's

RETAIL ECOSYSTEM

One



AFFLUENT SUBURBS

Two



COMMUNITY MALLS

Three



CONTRAST CITY-CENTRE



PADDINGTON



CASTLE TOWERS



THE CBD

Sydney's

RETAIL ECOSYSTEM

One



**AFFLUENT
SUBURBS**

Two



**COMMUNITY
MALLS**

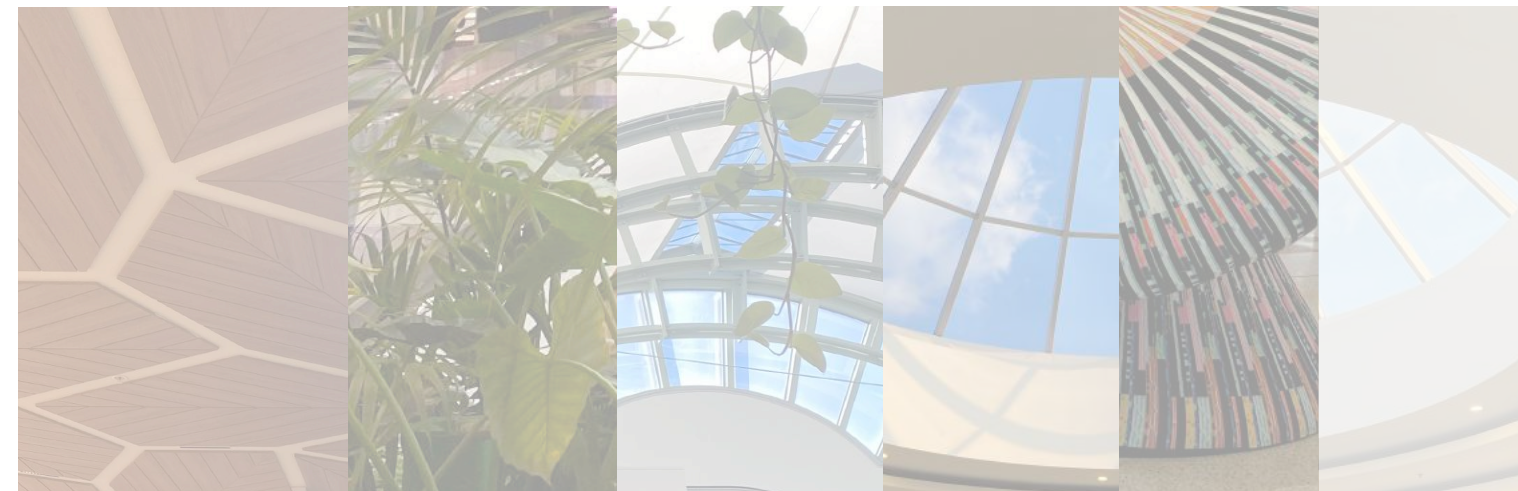
Three



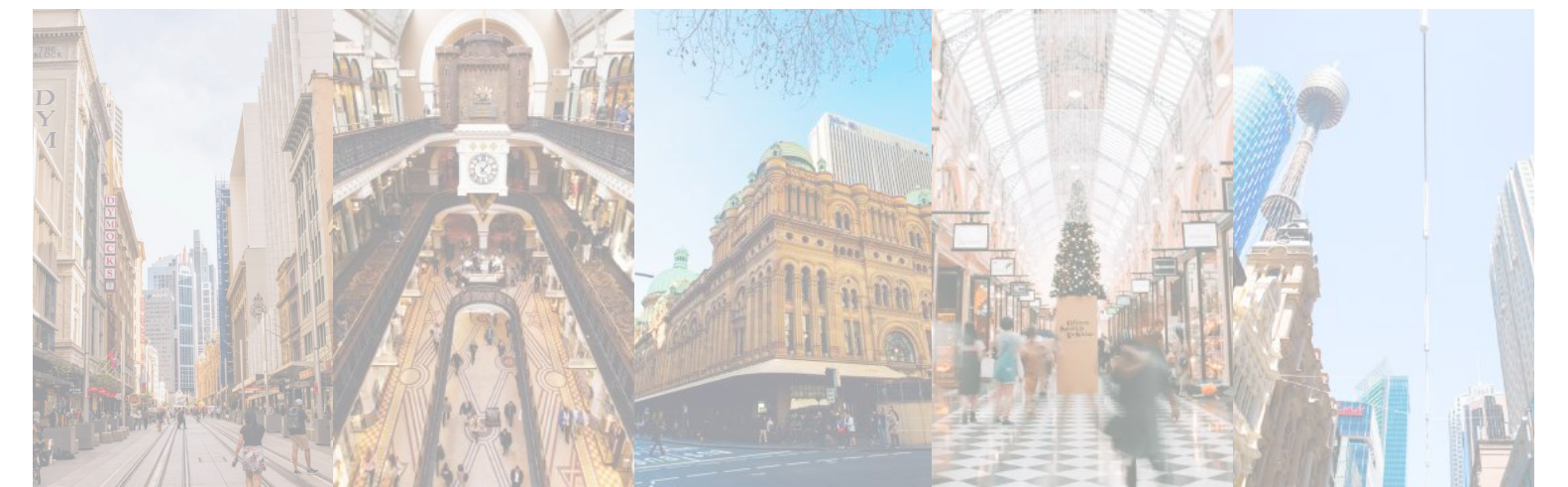
**CONTRAST
CITY-CENTRE**



PADDINGTON



CASTLE TOWERS



THE CBD



Chapter One

AFFLUENT SUBURBS

"Paddington is a shopper's mecca. Along its main drag, Oxford Street, are chic boutiques, jewellers, luxe furniture stores, an independent cinema, and art galleries."

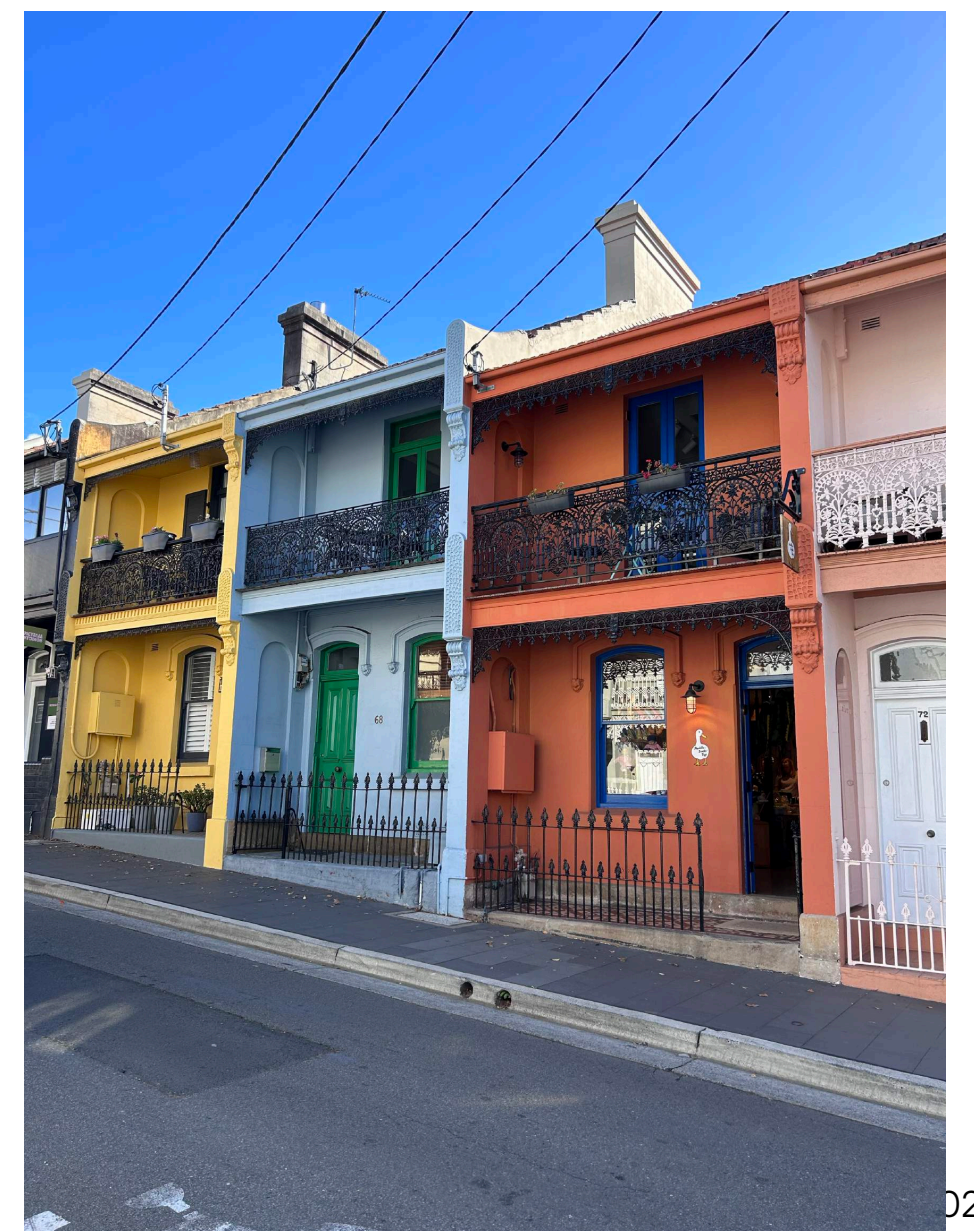
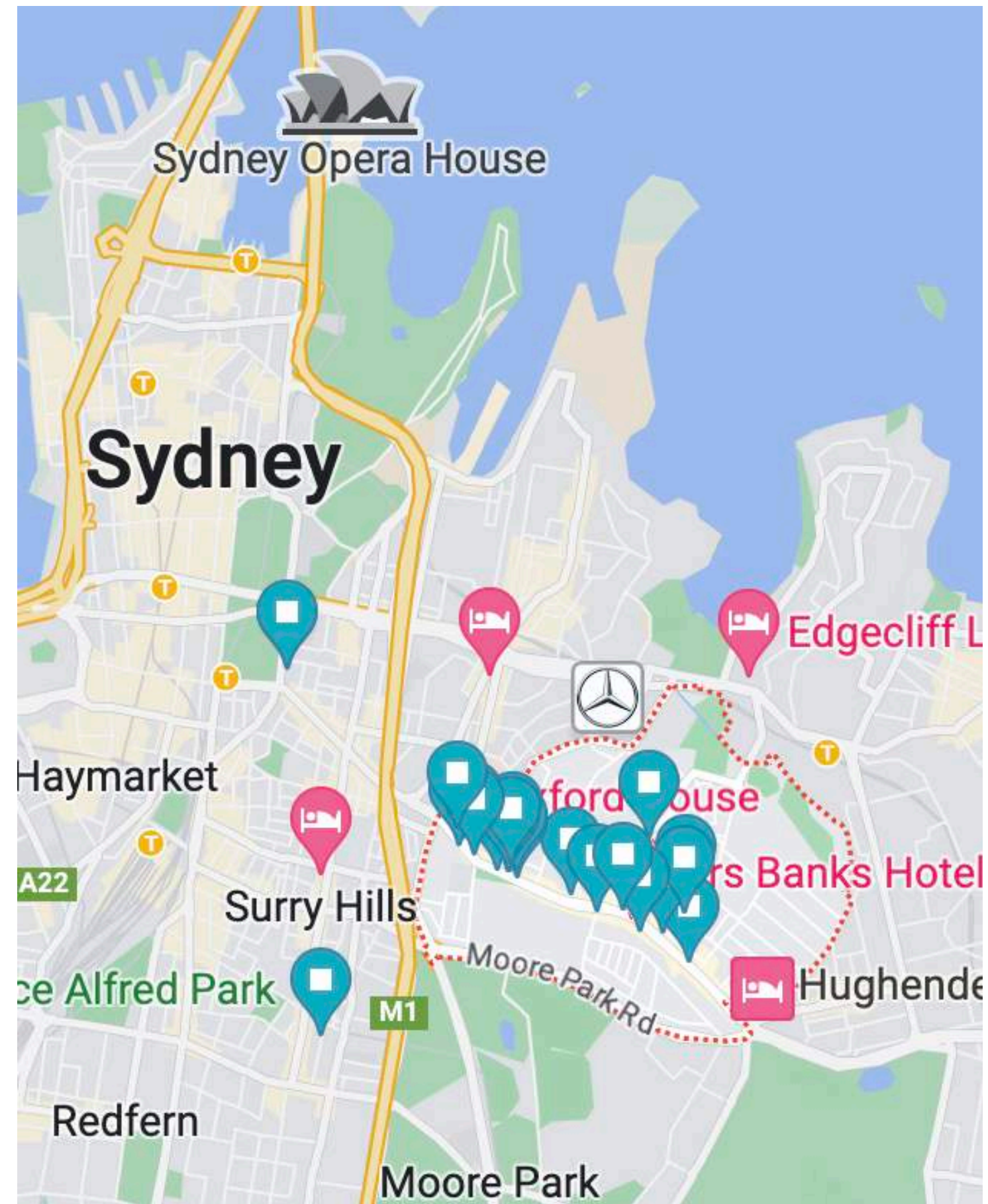
GoodMigrations, 2023

PADDINGTON

The Paddington area of Sydney, Australia has a rich history dating back to the 19th century when it was first settled by the Gadigal Aboriginal people. As European settlers arrived, drawn by the area's valuable resources such as cedar and sandstone, it became a thriving neighbourhood characterised by terrace houses, shops, and markets.

However, with urban expansion and industrialisation, Paddington experienced a decline, and many buildings fell into disrepair. In the 1960s, a preservation movement emerged, revitalising the area and bringing it back to life.

Today, Paddington is known for its Victorian-era architecture, trendy boutiques, art galleries, and café culture. It seamlessly blends history with a contemporary atmosphere and has become a welcoming and inclusive hub for the LGBTQ+ community. Its vibrant atmosphere and progressive mindset make it a must-visit destination for anyone exploring Sydney.



KEY THEMES

In Paddington we observed three key themes...

01

02

03



**LUXURIOUS
LIVING**



**PLAYFUL
EXPRESSIONS**



**ORGANIC
ADORNMENT**

Sydney's

RETAIL ECOSYSTEM

One



**AFFLUENT
SUBURBS**

Two



**COMMUNITY
MALLS**

Three



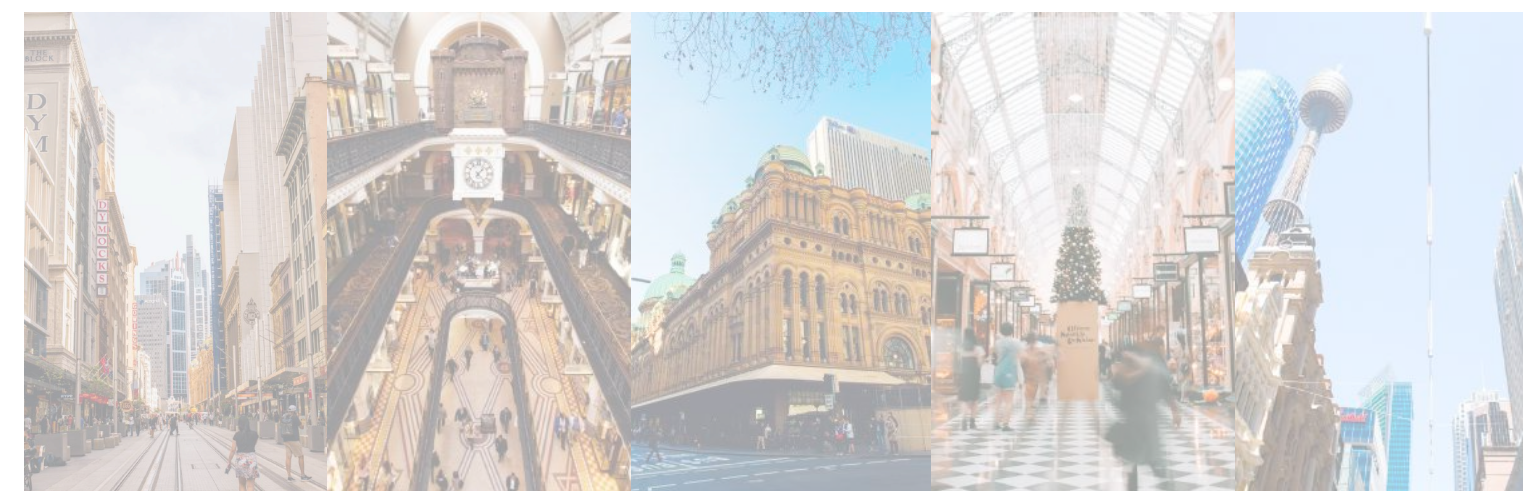
**CONTRAST
CITY-CENTRE**



PADDINGTON



CASTLE TOWERS



THE CBD

Chapter Two

COMMUNITY MALLS

“Malls are not dead—they are about to have a glow up.”

Shopify 2023

FUTURE OF THE MALL

At YourStudio we predict Australian shopping malls are poised to transform into dynamic lifestyle hubs. Embracing technology and customer preferences, malls will offer immersive experiences through augmented reality and virtual reality, curating unique events and attractions.

Sustainability will be a driving force, with eco-friendly designs and a focus on local, sustainable products. Personalisation powered by data analytics will enhance customer engagement, while flexible spaces will cater to pop-up stores and community activities.

The rise of e-commerce will prompt malls to emphasise experiential retail and community integration, redefining their role as engaging, multi-dimensional destinations.



A NEW VISION

During our Retail Safari in Sydney, YourStudio had the opportunity to explore Castle Towers, the newly renovated shopping centre.

In addition, to its commercial function, Castle Towers has evolved into a genuine civic amenity, boasting contemporary architecture, lively public spaces, and a diverse array of retail and dining experiences. It has effectively transformed into a bustling community hub.

Beyond catering to shoppers, Castle Towers provides inviting recreational areas, fostering communal gatherings and social engagement. Serving as a true civic asset, Castle Towers unites people, nurtures a sense of belonging, and enriches the quality of life for Castle Hill's residents and beyond.



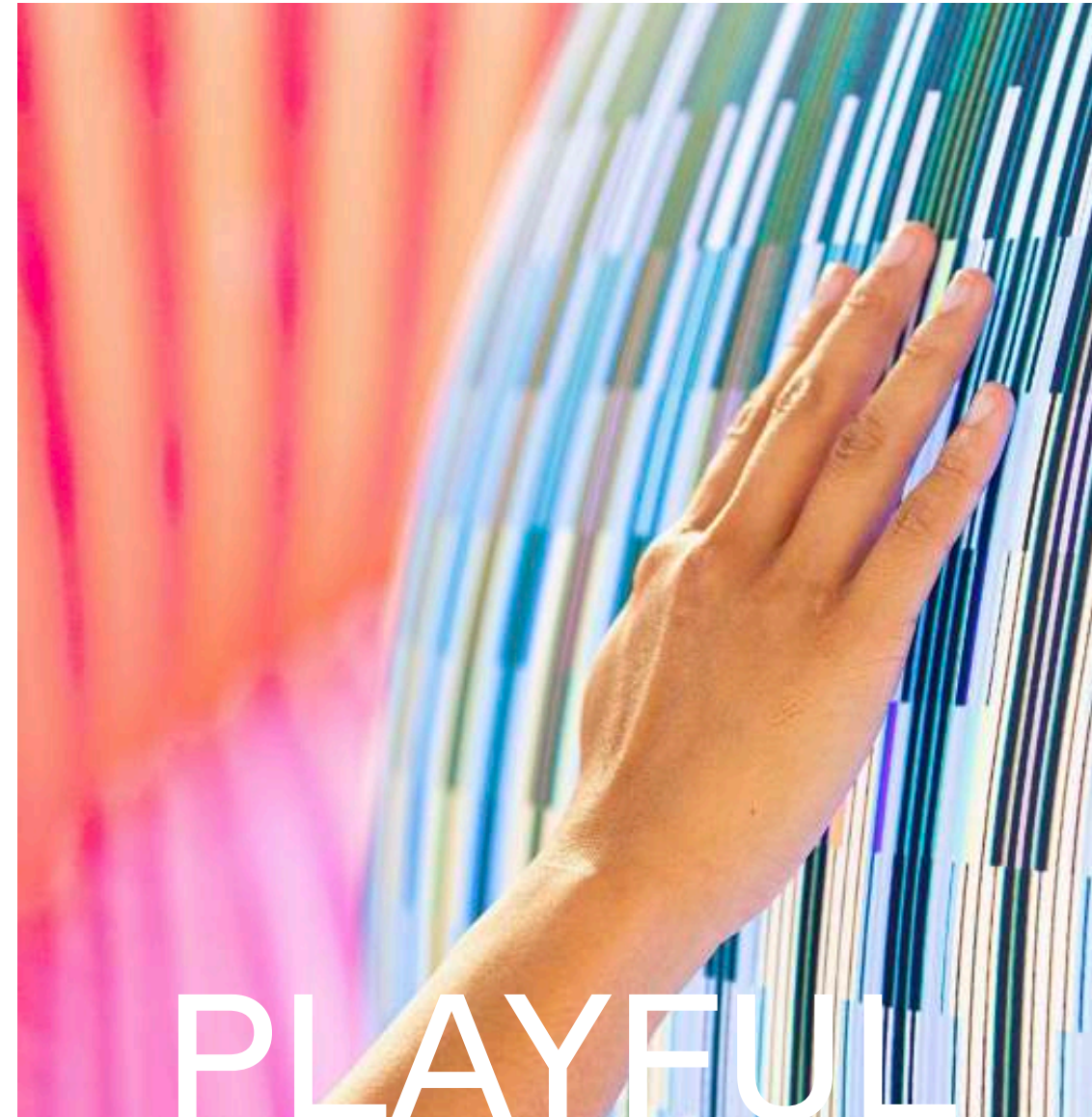
KEY THEMES

In the community we observed three key themes...

01

02

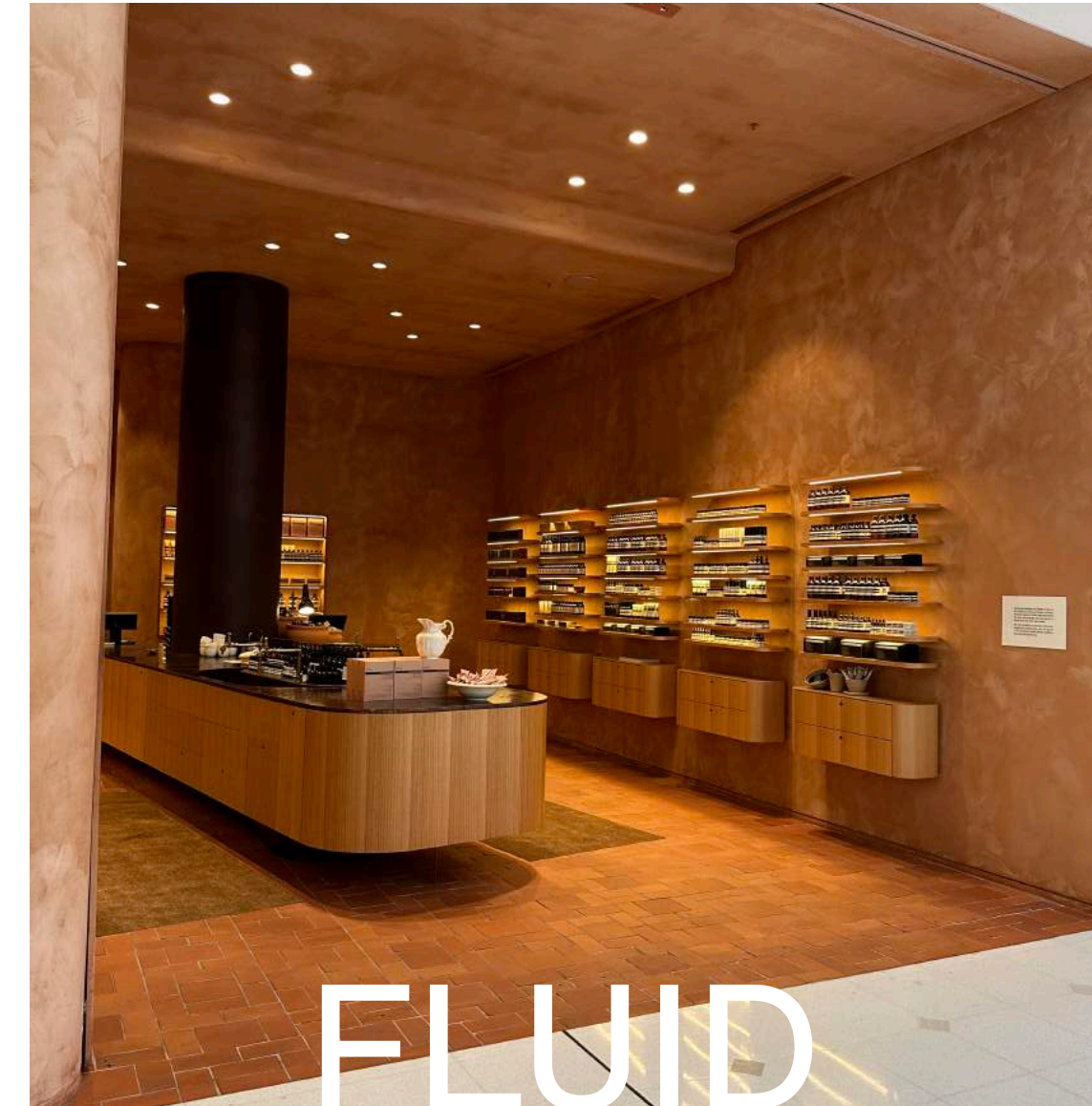
03



**PLAYFUL
PROGRAMMING**



**INDOOR
OUTDOOR**



**FLUID
THRESHOLDS**

Sydney's

RETAIL ECOSYSTEM

One



AFFLUENT SUBURBS

Two



COMMUNITY MALLS

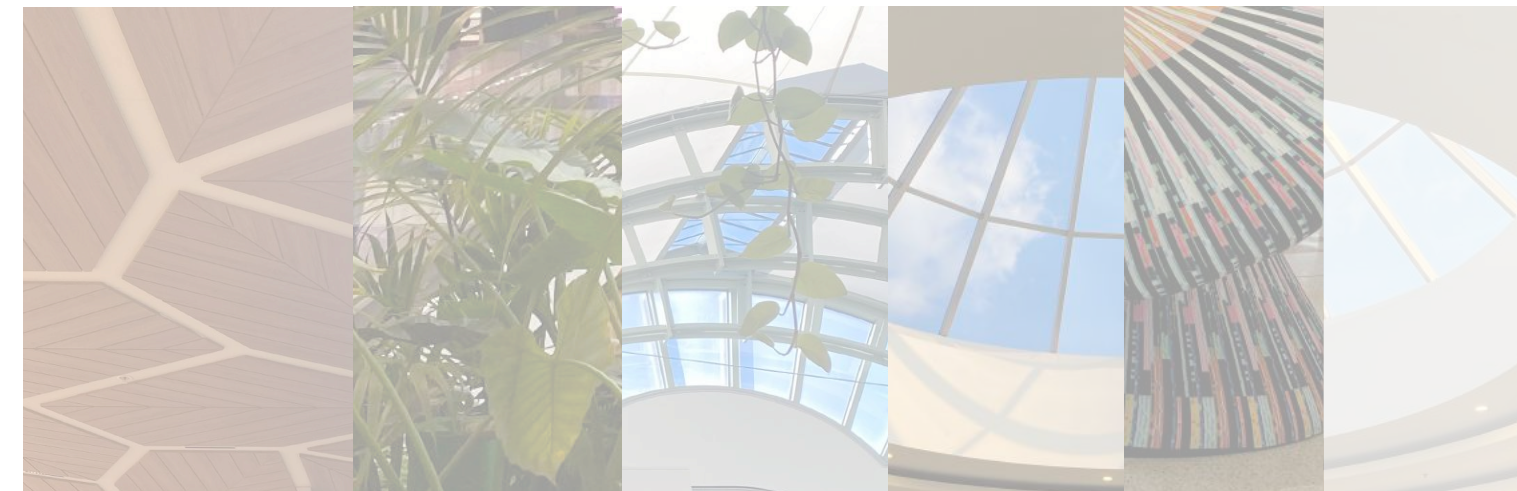
Three



CONTRAST CITY-CENTRE



PADDINGTON



CASTLE TOWERS



THE CBD

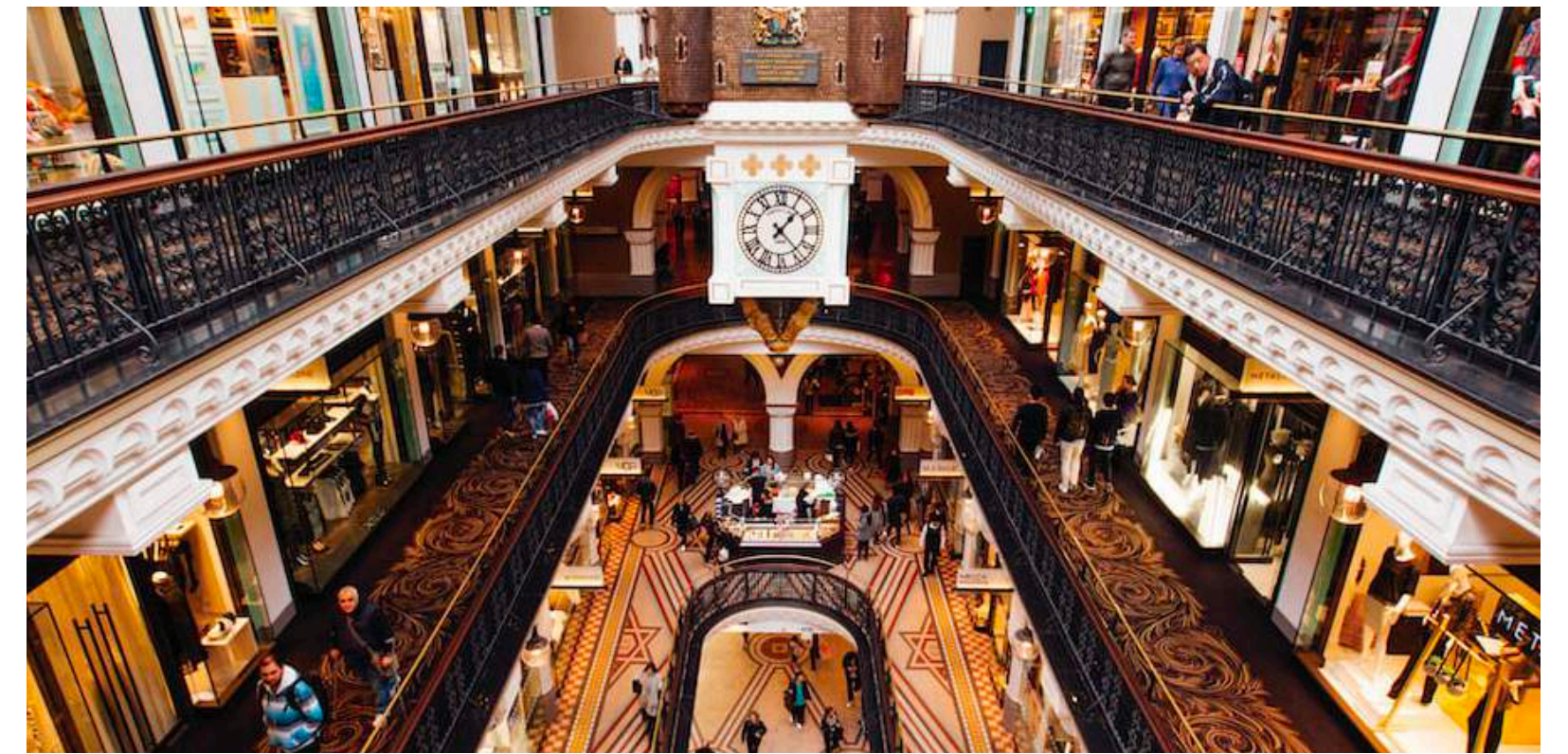
Chapter Three

CONTRASTING CITY-CENTRE

“With its palaces of culture and art, its bustling bar and restaurant scene, its glorious parks and waterfronts and its sprawling malls and department stores, locals now recognise Central Sydney as a one-stop-shop for the very best this city has to offer.”

The Times, 2022

VIBRANT AND ECLECTIC



Few views rival this one. The grand arches of the Harbour Bridge overlook bustling ferry traffic at Circular Quay, while the iconic sails of the Opera House grace Bennelong Point. Recognisable worldwide, these symbols of Australia captivate both locals and visitors alike and draw many to the CBD for a day of retail therapy, dining, and relaxation.



“An estimated **17 million international and interstate visitors** a year once flocked to the Central Business District's most storied corner to get up close and personal with these architectural megastars.”

Time Out, 2022

“There are plenty of reasons to explore Sydney's CBD. From the cobbled laneways of The Rocks to the swish foreshore playground that is Barangaroo, our city streets are recognisable to — and frequented by — tourists and locals alike. And when it comes to shopping, the CBD delivers something for everyone (and every budget).”
Lucinda Starr, Concrete Playground, 2023

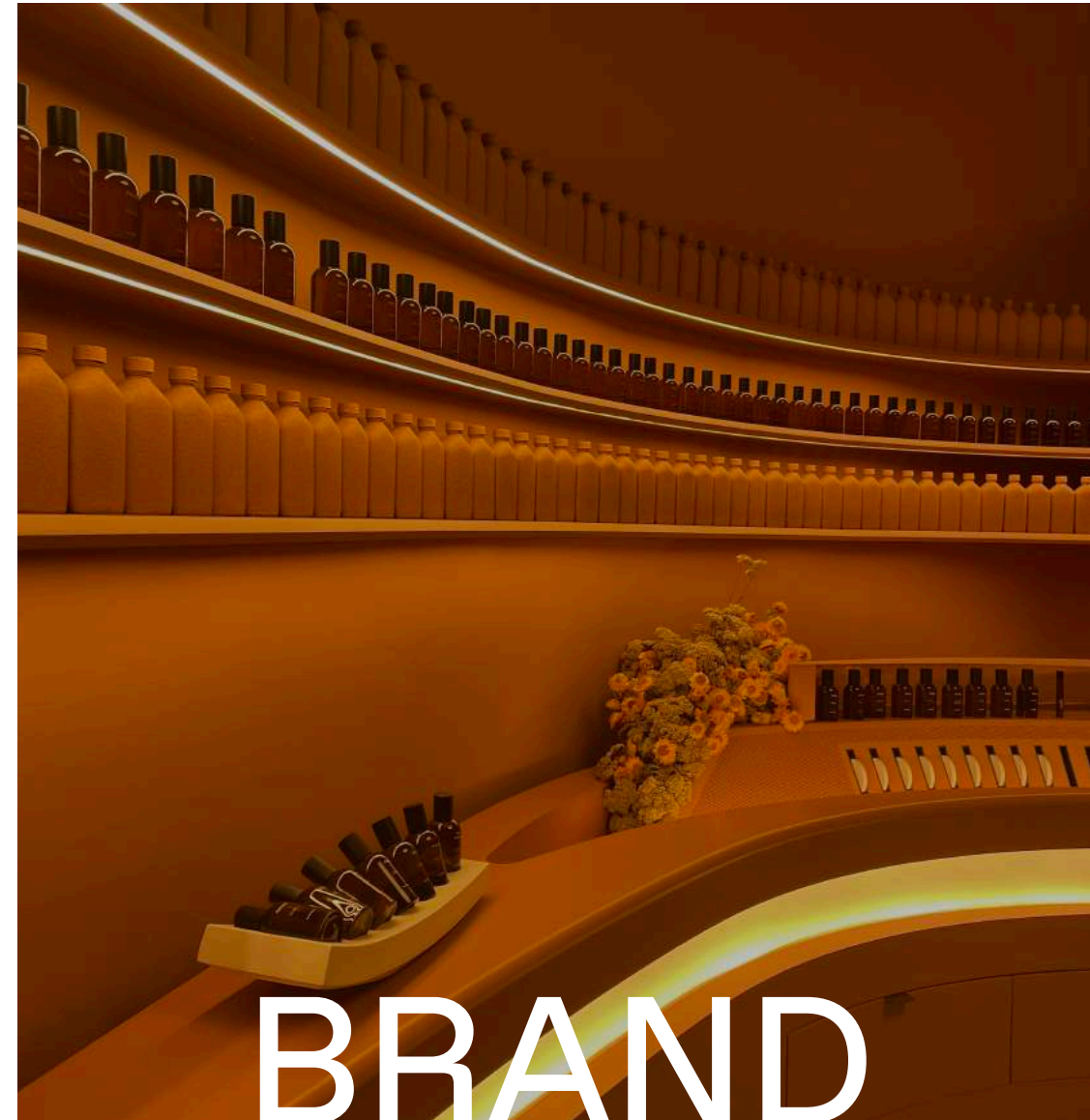
KEY THEMES

In the CBD we observed three key themes...

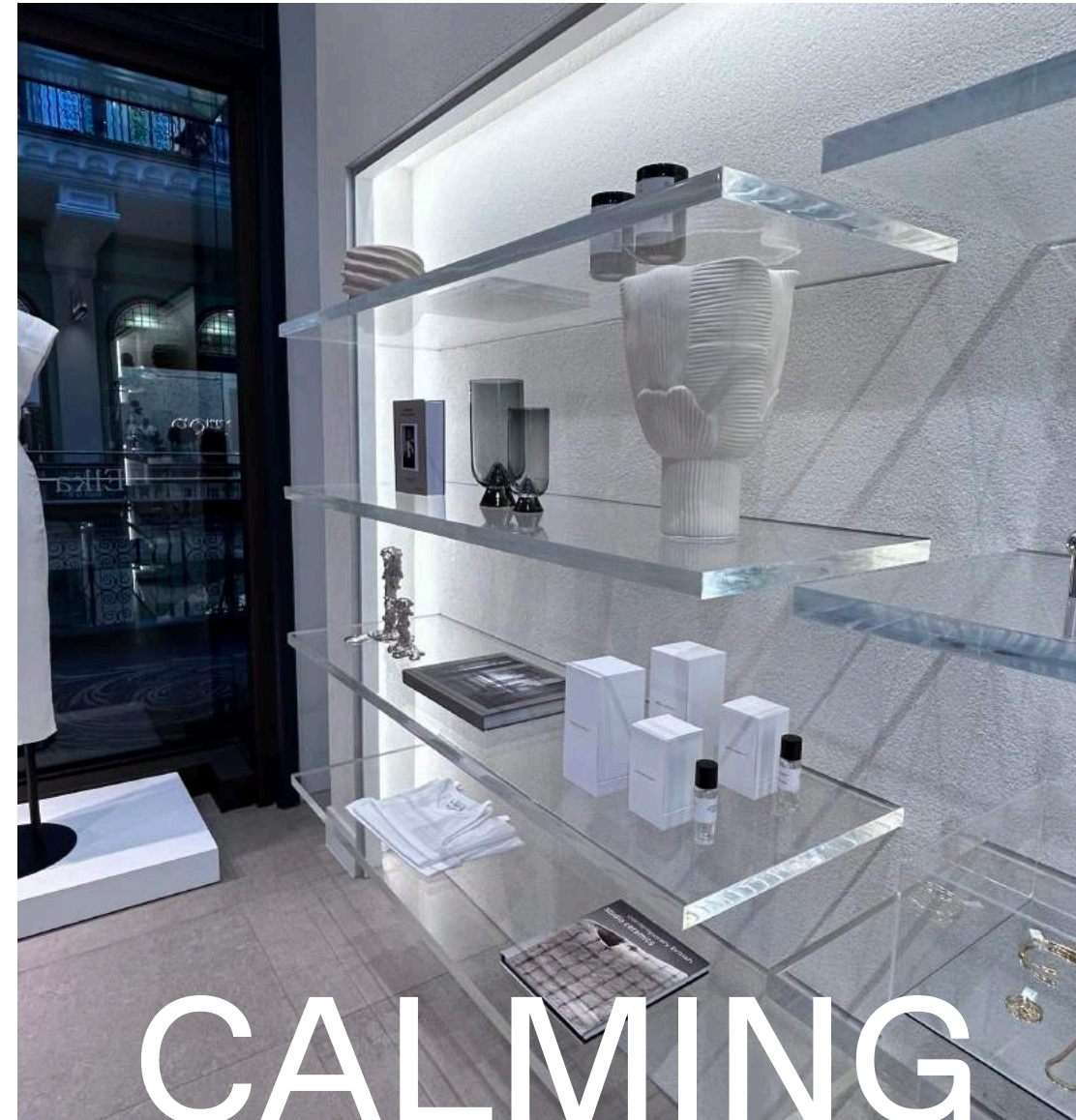
01

02

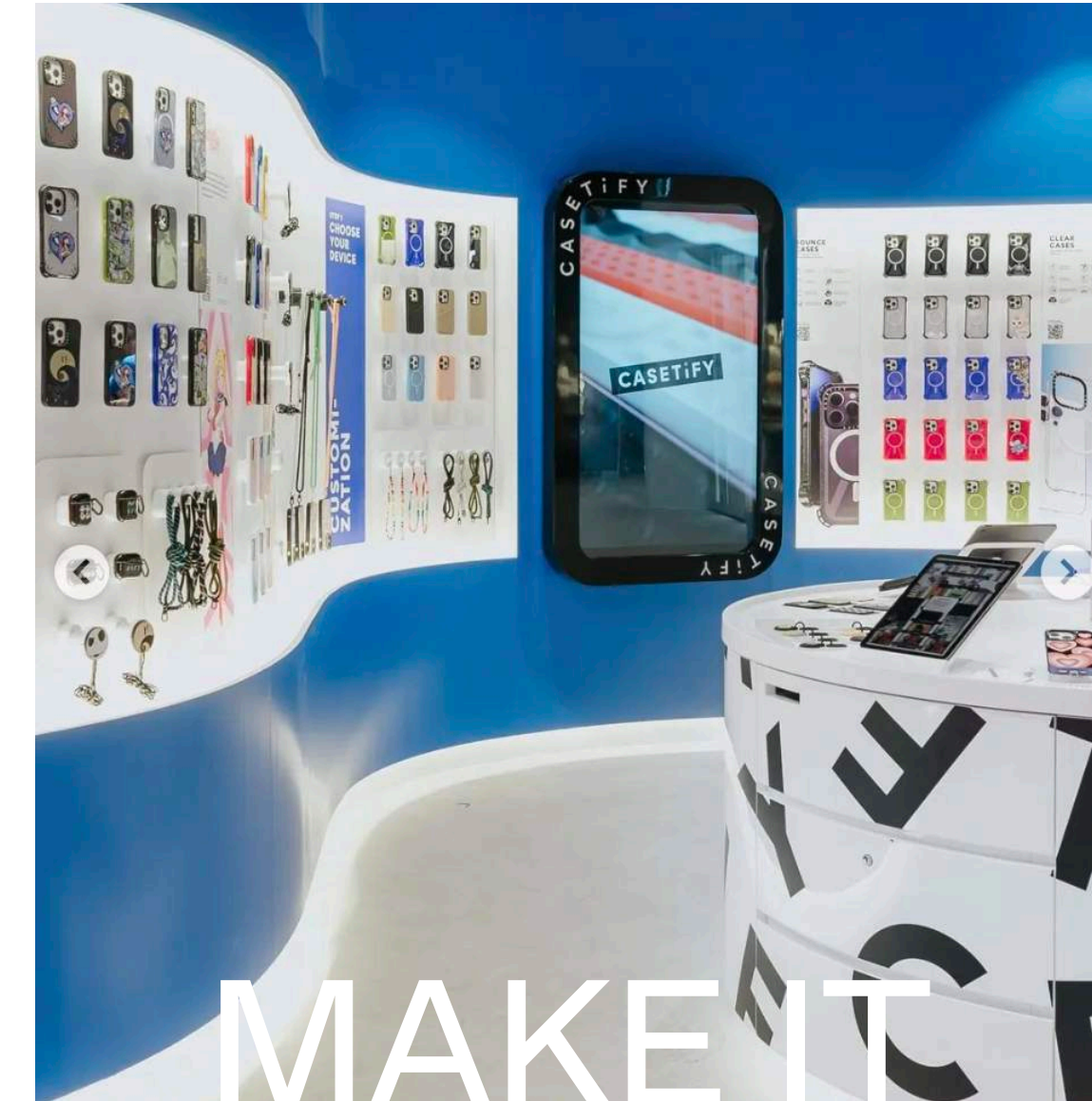
03



**BRAND
IMMERSION**



**CALMING
CURATION**



**MAKE IT
PERSONAL**

THANK YOU

For past retail reports,
any questions or inquiries on how
YourStudio can support your brand's
strategy, retail design, and digital
offerings, please contact

Ewan Thornton:
ewan.t@weareyourstudio.com
0424 242 899

Melbourne
104, 98
Leicester Street,
Fitzroy, VIC 3065
+61 (0) 424 242 899