GUNN GUIDE

ISSUE 9, SUMMER 2018/19

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1. SELWYN HUTS SHIRT
WATERMELON
100% linen, original fit, long sleeve shirt, woven in Italy.
$199

2. CARTERS BEACH SWIM SHORT
HORIZON
Woven in Europe, cut from a lightweight and durable polyamide fabric.
$119

3. WILLIAMSON SHIRT
LEMON
100% linen, original fit short sleeve shirt, woven in Italy.
$179

4. HARRISVILLE SWIM SHORT
LAGOON
Woven in Europe, cut from a lightweight and durable polyamide fabric.
$119

THE SOUTH SEAS

Imbued with a cultural richness as vibrant as the tones reflected in the lens, Rodd & Gunn's Summer season The South Seas sojourn proved an adventure for every sense.

"Thrust from the earth, carved by the sea and clothed by life itself, Savai'i's embrace promises to linger long in the traveller's mind."

Like so much of Polynesia, the Samoan island of Savai'i is a land born of fire, another mountainous consequence of the South Pacific's near-ceaseless volcanic venting. Yet, for all the suggested turmoil of its black lava shores, guests of the island soon fall to the spell of its fragrant trade breeze and reflective pace.

Evoking images of the original South Seas adventure, the Samoan archipelago has long drawn explorers of the world and mind to its hypnotic embrace. The famous South Pacific "teller of tales" Robert Louis Stevenson, drew inspiration from his late-life residency amongst its people; how many boys' dreams of sea-bound exploits have stirred in the pages of a Stevenson tome?

Of all its islands, Savai'i stands out as retaining the principles of Fa'a Samoa. Translating to "the Samoan way", this close observation of the unique and customary values of Samoan society, wraps a layer of cultural authenticity around the easy charm of the island paradise.

Visitors to Savai'i speak of a spectacular tropical landscape. Surf-drenched coral buttresses part to allow access to turquoise lagoons and glistening black sand beaches. Lava-strewn outcrops jet towering plumes of salt-spray from weathered funnels. Rustling coconut palm fringe the vast green canopy of the South Pacific's largest virgin rainforest. Thrust from the earth, carved by the sea and clothed by life itself, Savai'i's embrace promises to linger long in the traveller's mind.

Sited as a potential 'cradle of Polynesia', the history of Savai'i's people is likely to reach back to all but the earliest ancestors of the celebrated seafaring culture. The discovery of an ancient pottery style dating back to pre-Polynesian migrations marks Savai'i, and a few other scattered locations in this vast blue world, as birthplaces of the Polynesian

people. These long ties to the local land and sea set the foundations for the philosophy of custodial guardianship, so entwined in the fabric of a culture far exceeding its 1000-year oral history.

This fusion of landscape, colour and custom proved irresistible to the Rodd & Gunn team, embarking on its own intrepid expedition to the black and green-swathed outpost in the impossibly blue Pacific Ocean. A canvas for its Summer showcase could not have been pictured more perfectly by RLS himself.

Footnote:
The influence of Samoan people now resident in Rodd & Gunn's New Zealand homeland, is a significant, visible and treasured part of its identity. Auckland hosts the world's largest Polynesian population, and Samoan is the country's third most dominant language, behind English and Maori. Even, the mighty All Blacks, the winningest team in sporting history, owe an incalculable debt to players of Samoan heritage, who's natural physicality, born athleticism and joy for the game has dominated rugby fields of the world for more than half a century.

1. EAST CAPE SUNGLASSES
DARK TORTOISE
Classic frame design made in Italy.
$199

2. TINDALLS BEACH SHIRT
MIDNIGHT
100% linen, sports fit shirt, woven in Italy.
$199

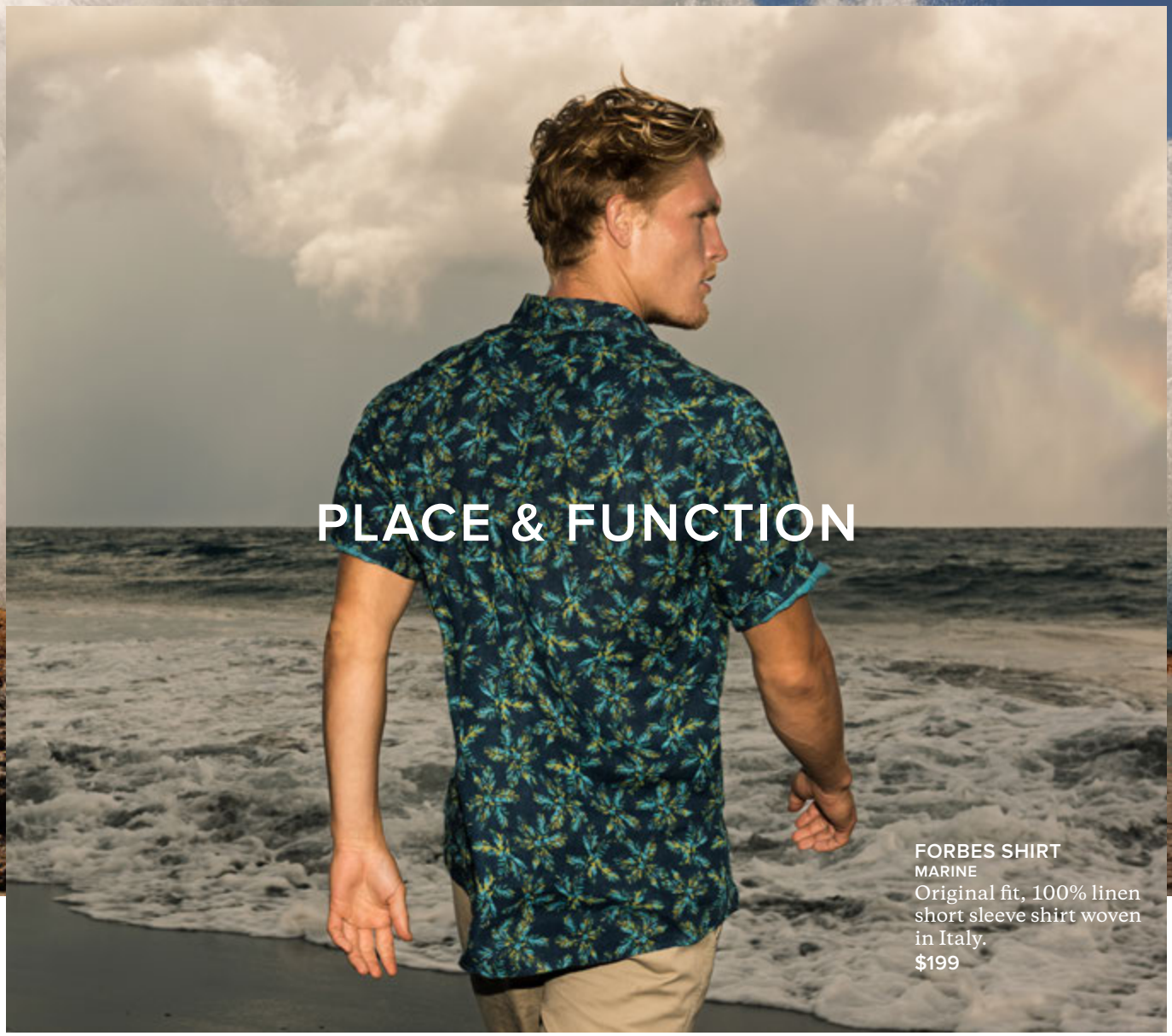
3. WINSLOW SWIM SHORT
SANGRIA
Woven in Europe, cut from a lightweight and durable polyamide fabric.
$119

1. TEDDINGTON SHIRT
STONEWASH
100% cotton, cabana fit, short sleeve shirt, woven in Italy.
$179

2. AVALON SWIM SHORT
CRANBERRY
Tailored fit swim short, with side-fasteners to adjust the waist for a more comfortable fit.
$129

SS18/19 SEASON

CAPE WANBROW SHIRT
STONEWASH
Sports fit, short sleeve shirt, cut from 100% cotton Italian fabric.
$179



PLACE & FUNCTION

FORBES SHIRT
MARINE
Original fit, 100% linen short sleeve shirt woven in Italy.
$199

"Before all else, a garment should be a pleasure to wear - it should look good, feel good and play well..."

In Creative Director, John Prikryl's view, men's fashion should be led by application, with place and function as tenets to guide colour, form and detail.

The South Seas Collection brings the design leader's vision to life, with lines inspired by the island adventures of yesteryear, expertly refined, utilising the finest natural materials and most advanced techniques available.

Headlined by the noble fibres of cotton and linen, the R&G design team drew on classic weaving practices and finishes to produce garments of the highest quality, crafted to compliment the Gunn Guy's sun season lifestyle.

Mercerised cotton foils the best efforts of Summer heat and humidity, and features in various new season performance polos, offering a softer, silkier touch to the skin. Complimenting the advanced fabric finish, a unique Rodd & Gunn piqué knit reminiscent of 1930s tennis players and selected for its breathable open-weave structure, anchors others.

Opportunities to include the flex-facilitating properties of Comfort Stretch are explored across relevant products, including the new Season's 'motion short' range. Early indications suggest the line is likely to be Rodd & Gunn's most popular men's short offering ever.

Speaking of Savai'i as a canvas, the Creative Director found himself drawn to the uncomplicated tones and textures of its untamed landscape. Volcanic blacks, abyssal blues and verdant greens punctuated by clean

white salt spray serve as a living backdrop to the luscious hues and details of a wardrobe crafted for any interpretation of a Gunn Guy summer.

Aesthetic appeal is essential, but the appropriateness of the wild Pacific location ran deeper than the visual for the R&G crew. Delving into the local culture, an embedded reverence of nature struck a chord with the team. Tradition dictates that as custodial guardians of the land, Savai'i people treat all interactions with nature, with a view to the future generation's inevitable reliance on its wellbeing. Rodd & Gunn's own central ethos, "The Nature of It", headlines the company's efforts to bring the premium elements of the environment to the fore while minimising its footprint. The company focus on ever improved sustainability of source and longevity of product is driven as much by the desire of the team as it is to provide better products for customers.

In summary, Prikryl offers the following on The South Seas Collection and Rodd & Gunn product progression in general.

"Before all else, a garment should be a pleasure to wear - it should look good, feel good and play well. Evolving the boundaries of these principles in products as distinctive as Rodd & Gunn lines requires creative exploration and inventiveness, while remaining true to the brand's long ties to provenance and quality through craftsmanship."

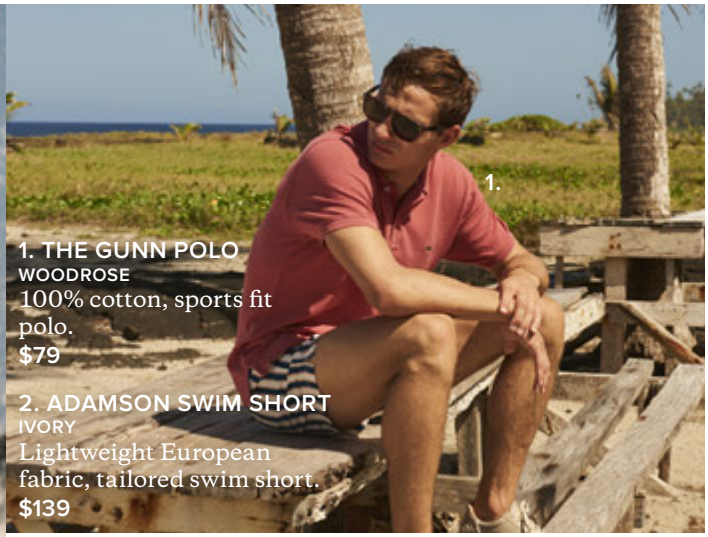
1. SEDDON SHIRT
SNOW
Original fit, 100% linen, long sleeve shirt.
$199

2. LAKEWOOD SWIM SHORT
DEEP BLUE
Woven in Europe, cut from a light-weight and durable polyamide fabric.
$119

3. AVALON SWIM SHORT
CRANBERRY
Tailored fit swim shorts, with side-fasteners to adjust the waist for a more comfortable fit
$129

LINEN AS YOU'LL LOVE IT

Summer's prince of fabrics, Normandy linen takes the front foot in The South Seas Collection. Building on the fibre's stand-out success to date, the Rodd & Gunn design team stretch their creative inventiveness with colour and detail choices sure to evoke thoughts of adventures far-away. This quintessential cooling choice benefits from the versatility of tailoring and blends to suit a Gunn Guy's activity from dawn through to evening's end.



PERFORMANCE POLOS

Rodd & Gunn polos step up and out in style too. Look for cuts, colours and weaving styles geared for adventure like never before. Softer, more breathable cotton weaves and blends combine with sportier tailoring, fit and styling genres for a range of performance polos crafted to convert any wardrobe from so-so to chic.

1. GAINFORD POLO
ROSE
100% cotton, sports fit polo.
$89

2. ROYCE HILL SHORT
NAVY
Slim fit short, crafted from a lightweight and durable polyamide fabric.
$139

SHORTS FOR MOVEMENT

Perhaps the most progressive evolution in the Summer 18/19 range is the development of vastly improved motion and comfort in R&G's dress short range. Woven from ultra-soft cotton and offering freedom of movement and feel rarely experienced in such a polished cut, the Motion Short range can best be described as a joy to wear.

SWIM, DRY, REPEAT

Inspired by the stellar trajectory of its celebrated linen range, Rodd & Gunn's design team completely reimagined The South Seas swimwear range for a level of beach or poolside fashion and function, many believe will prove this Season's masterstroke.

In long and short sleeve options, this extension of the brand's foundation linen range features colours and textures curated explicitly for the swimwear look. Detail could be the catch-cry of the paired swimming-short range, underwritten by the resilience required of a garment sewn to the endure rigours of sun, surf, salt and sand. Cut mid-length to flatter collectively, R&G swim-shorts match patterns of the season, with function to please.

1. TWEED STREET SPORTS FIT SHIRT
INK
100% linen, sports fit shirt, woven in Italy.
$199

2. HARRISVILLE SWIM SHORT
LAGOON
Woven in Europe, cut from a light-weight and durable polyamide fabric.
$119

1. WINSLOW SWIM SHORT
SANGRIA
Woven in Europe, cut from a lightweight and durable polyamide fabric.
$119

1.

ON MERCATOR'S PROJECTION.
SHOWING THE DIRECTION OF THE OCEAN CURRENTS.
DOWN UNDER
TO
DALLAS

DOWN UNDER TO DALLAS

Fascinated by the rugged New Zealand landscape and Dallas' rich heritage, Rodd & Gunn's latest lodge is leading the way in experiential retail.

"I visited 21 antique stores in Dallas to find one-of-a-kind pieces that would give the store a unique flare – something quintessentially Rodd & Gunn,"

THE CONCEPT

Aspirations have grown far beyond Australian and New Zealand shores, as Rodd & Gunn's American expansion confidently continues at the NorthPark Center, Dallas, Texas; marking our 7th location in America.

As you walk through the doors the thoughtfully conceived space immediately transports you to a familiar New Zealand lodge – polished, rustic and relaxed. The evolutionary concept melding the New Zealand heritage into bricks and mortar with ease.

INTERIORS WITH A DIFFERENCE

The natural world informs much of the store's design; an American oak wood ceiling and contrasting charcoal beams make for notable organic elements. Accented with brass and adorned with a chandelier, the store harmoniously blends understated luxury with indulgent style.

The décor is a culmination of both New Zealand and Dallas' heritage, as 60% of the store was predesigned in New Zealand and the remaining 40% sourced from antique stores in Dallas.

"I visited 21 antique stores in Dallas to find one-of-a-kind pieces that would give the store a unique flare – something quintessentially Rodd & Gunn," explains Global Visual Merchandise and Store Design Manager, Nik Rush.

The store's charm is enriched by the eclectic antique collection. "Each piece has a story that is authentic and timeless – a sentiment echoed in Rodd & Gunn's collections," notes Rush.

Upcycling was key as the pieces were reimagined into functional furniture; an old antique door was transformed into a coffee table, time-worn industrial drawers were repurposed as a shoe display and wooden planters from 1920 were modernised housing fiddle leaf figs.

The bespoke store is just a taste of what is to come as Rodd & Gunn continue to raise the bar in experiential retail.

THE LODGE, CHADSTONE

A New Generation

"Even timeless design evolves."

New Zealand is an island country renowned for its epic landscapes, clear blue waters and adventurous terrain. Principled and proud, it has also become a cultural leader of the modern world. The country's unique ability to embrace and honour its history as it puts into action its progressive ideals – politically, socially and environmentally – is an inspiring trademark that sets it apart. This aspirational fusion of the old and the new is evident across the many layers of New Zealand life, from the attitudes of the people to the untouched beauty of its natural splendour. It is in this tradition that as a global representative of New Zealand, Rodd & Gunn proudly celebrates the heritage of its homeland as it boldly strides into the future.

The latest lodge by Rodd & Gunn, now open in Melbourne's fashion capital, Chadstone, offers a contemporary, contextual, and personal approach to retail. Designed first and foremost for the comfort and wellbeing of its guests, the space feels more like a welcoming home than a traditional store, a luxurious yet laid-back destination where the ever-evolving layers of the Rodd & Gunn lifestyle converge – hospitality and retail, nature and technology, tradition and innovation. The merging of the online and physical stores is yet another addition, with the e-commerce customer service for the whole of Australia now based in-store.

Whilst the functionality of the space is seamless, the atmosphere feels relaxed and immersive. This is not a traditional brick-and-mortar trading

"The future of retail is about engaging with the customer's senses."

on monetary transactions; it is an idyllic meeting place that invites you to come and experience the richness of the brand and the hospitality of New Zealand.

"In the past..." says Nik Rush, Rodd & Gunn's Visual Brand Manager, "... every conceivable part of the shop floor was used for stock, but now you have to allow for elements that play to experience, not just product."

Alive with light, texture, and movement, the space lures you to let go and linger, like an art gallery. A large digital screen projects breath-taking live images of Queenstown as you walk in, immediately placing you in the context of the brand's spiritual home. Once inside, the building itself feels characteristically true of The Lodge style with its pitched ceiling and wrapping of timber. However, in this latest incarnation it has been pulled right back and minimised. The clean aesthetic, now inclusive of brass and steel, is free of the ornamentation and density of a traditional lodge, allowing for the innate qualities and honesty of the natural materials to shine, a stylistic approach that carries through the many layers of the store's interior.

"It's now about curating the experience on the shop floor and allowing for breathing space," says Nik. "The future of retail is about engaging with the customer's senses."

Subtle aromas of Wellington coffee beans fill the air, while texture and soft LED light guide your eyes to wander over reindeer and grey calf skins, chic woollen curtains, bespoke furniture, towering foliage, fine art photography by New Zealand's Jenna Smith, brushed plaster walls resembling the concrete of old farm houses and, last but never least, to the bar. A stylish taste of the Lodge Bar experience, where wine, sparkling water, and nibbles are amongst the tasteful offerings, making you feel at home and

welcome to stay. “Hospitality plays a big part in the store and a big part in our future...” says Nik.

The two Lodge Lounges, accompanying the private styling room and the adjacent fitting rooms, are the epitome of class and comfort, and the ultimate in experiential retail. Leafing through a book while relaxed on the sofa with a coffee or a wine is nothing short of a transportive experience.

Rodd & Gunn’s latest lodge, as well as being an architectural statement of the brand’s future, is a striking declaration of a commitment to challenge the traditional retail paradigm and create multi-sensory customer experiences. Nik's meticulous attention to detail, and the brand's uncompromising passion for the fine art of elegant hospitality, is evident in every trimming, and epitomised in the introduction of the brand's 24/7 global customer service.

Quality, honesty and integrity remain the driving forces behind the evolution of Rodd & Gunn, and are a fitting tribute to its remarkable homeland.

Kia Ora!

NESTLE IN

It’s two years since Rodd & Gunn’s Queenstown culinary beachhead, The Lodge Bar, first welcomed patrons into its enclave of elegance.

"In simple terms, couples wanted to nestle in for dinner."

Chatting with General Manager of Hospitality, Josh Beagley, the pleasure expressed about the venue's impressive progress during that time is visible.

"Perhaps you could describe it as evolution, I do think we're demonstrating a lot of maturity with our offering," Beagley muses.

"We're focussing on making The Lodge Bar experience increasingly approachable. It's fair to say, we were viewed as venue geared to accommodate a stylish early evening drink and high-class snack, rather than a fine dining experience."

Guest feedback clearly suggested the team were doing many things very well. Comments on the level of service and hospitality offered were generally outstanding. Similarly, people loved the décor and atmosphere of the venue.

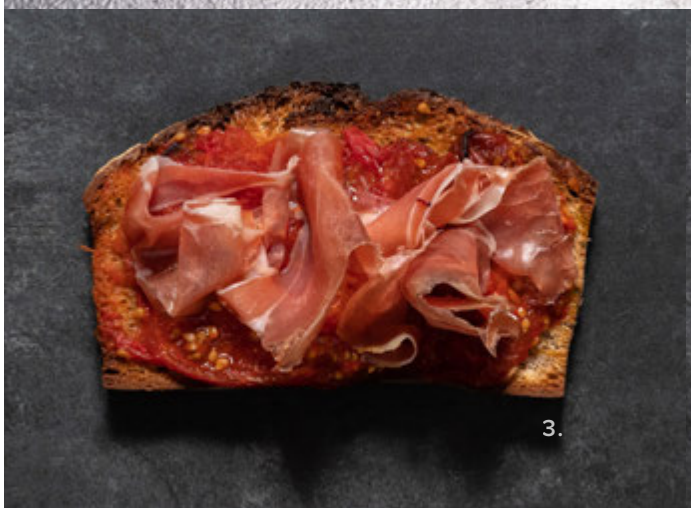
"What we found was a strong customer desire to immerse further into the luxe Lodge Bar environment – dwell longer, engage with a more structured menu," enthuses Beagley. "In simple terms, couples wanted to nestle in for dinner."

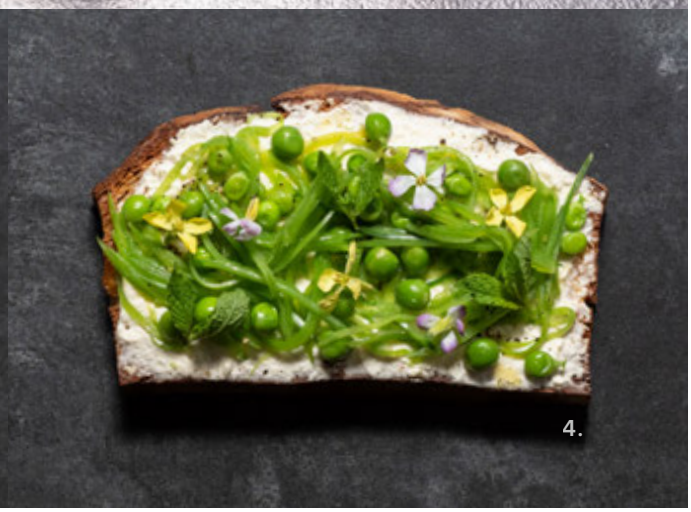
Led by the verdant imagination of consultant chef Matt Lambert, an adaptation of the menu to suit a more dining-centric experience took place.

The essence of "raw bar", on which so much of the Lodge Bar's reputation was built, is retained and now anchors a more familiar and defined menu approach.

The quintessential Kiwi snack of toast

1. TE MATUKU OYSTERS, MIGNONETTE, LEMON
2. SMOKED WHITE FISH, CAPER, SCALLION CREAM CHEESE, RED ONION
3. JAMON, ROASTED TOMATO
4. SMOKED RICOTTA, SNAP PEAS, LEMON





WHAT GUESTS ARE SAYING

Facebook

5-STARS

"If I could give The Lodge Bar six-stars, I would. We had a function for 40 people, exclusive hire. Amazing venue, beautiful food and the staff were unbelievable. Would absolutely, highly recommend for any function, and if our catering is a nod to the calibre of the kitchen, then the meals will be memorable for sure. Thanks once again, team!

Blair Swan

"Where do I start! From the moment you walk in, you experience a difference. From the decor to the guys behind the bar - this place rocks.

Karen Smith

Trip Advisor

5-STARS

Bloody Mary's 10/10 - My husband and I went to The Lodge Bar this week for a platter and cocktails. We were very impressed with the food, service and drinks. It was so cosy and comfortable inside, you could easily stay all night. Thanks to the bartender for some of the best Bloody Mary's we've ever had!

Lovestoholiday24

Local

Rodd & Gunn's roots run deep in the Central Otago region, and much of the Lodge Bar's success can be attributed to the strong ties established with local producers.

Zamora / Amisfield.

gourmet-style also remains and serves perfectly as a bite with beer or as part of a progressive dinner.

Still celebrating the very best of local, the subtle change of Mains and Dessert presentation demonstrates the dining authority desired as part of the process. New guests of The Lodge Bar are observed literally settling in as they peruse the menu, clearly confident this is the place to serve their evening aspirations.

Beyond all else, The Lodge Bar's success reinforces Rodd & Gunn's enthusiasm for continually exploring the Gunn Guy persona. Wisdom gained by this close contact with clients often informs the development of the brand's retail experience as it continues its elegant march across the globe. verdant greens punctuated by clean.

CULINARY DISRUPTOR

"The location, the views, the atmosphere. It's romance on a plate, mate."

1.

1. SQUID SALAD, ROCKET, CITRUS, CAPERS
2. MUSSELS, PARSELY, PICKLED ONION

"I'm always searching for the best of New Zealand, and frankly, that's all about the ocean.

You know, it's not often a cooking situation allows me to focus on cool stuff, without limitations. The Lodge Bar, with Rodd & Gunn is that opportunity," says Kiwi-bred Matt Lambert.

The Michelin Star winning wizard of New York's acclaimed Musket Room's enthusiasm fairly fizzes down the phone. It's like listening to a stove of pots whistling - busy, unpretentious, a tune of promise on the plate.

New Zealand's a unique country. The local ingredient list is packed with rock-stars while its relatively small size allows a freshness few locations can rival.

"For me, it's all about creating the super tasty and approachable," says Lambert. "Items that shout, 'session out!'

"Toast is a terrific snack with a drink. Familiar, yet surprisingly elegant with a bit of innovation.

The fan favourite is the roasted sweet potato, blue cheese, honey. The kiwi staple sweet potato or kumara as the locals call it, transforms Cinderella-like under the influence of the two culinary heroes.

If you want to get Lambert even more excited, ask him about the local seafood.

"I'm always searching for the best of New Zealand, and frankly, that's all about the ocean.

"There are at least two out-and-out superstars currently on the menu. The sensational Te Matuku oysters and world-famous Cloudy Bay diamond clams sourced from Foxton Beach."

"The clams we've talked about before. It's one of those ingredients Kiwis are less familiar with, but Americans know well. These little guys blow people away.

As for New York, yes it does bring influence to the tables of The Lodge Bar.

"I've been doing a lot of work with steak in New York and am excited to bring some of that American know-how to a prime rib in New Zealand.

"The locker offers the salt and ventilation needed to age meat properly. Our twist is that we store charcuterie in there, so the steak takes on notes of prosciutto.

"I love watching The Lodge Bar patrons take a first mouthful of the prime rib. Those are the moments we work for."

LOVE LOCAL

Rodd & Gunn's roots run deep in the Central Otago region, and much of The Lodge Bar's success can be attributed to the valued ties established with local producers.

AMISFIELD – OF THIS PLACE

The next time you're sitting at The Lodge Bar, relaxing with an Amisfield 'Burn' Pinot Gris, take a moment to consider the paradox glowing in the glass before you. What magic must have occurred at the famed Pisa Estate to produce such complexity of colour and flavour? It seems 'simplicity' is the answer.

The simplicity starts with the Amisfield 'single estate' ethos. All its grapes are literally and figuratively 'of this place'; all sourced from its planted 90-hectares in the Pisa sub-region.

It was our great pleasure to speak with the talented Dr Stephanie Lambert, winemaker of Amisfield, and to hear first-hand the label's efforts to apply a less intrusive process to winemaking.

She describes the single estate approach as their 'Terroir of Pisa,' a tenet central to the culture of Amisfield. It's facilitated a journey to organic certification, which began in 2013, to be completed in 2020.

Organic wine growing is the essence of simplicity. You do only what you need to do, and only when you need to do it. It requires a deep understanding of the land, solving problems with natural techniques and innovation rather than the routine application of sprays and fertilisers.

For the consumer, this means integrity and provenance of source, values held above all else by both Rodd & Gunn and Amisfield.

Taking the conversation further, Dr Lambert points out how the principles of organics are designed to promote sustainability both in the land and in the vines themselves. In Dr Lambert's view, grapevines in an organic program tend to be more self-sufficient, hardier in the tough times and likely to produce better wine. Having sampled a few fine examples of recent Amisfield vintages, we certainly agree.

In parting, Dr Lambert referred again to the spirit of Amisfield; its 'Tùrangawaewae' - the place, the mountains, the rivers and the earth of the region. There's an inherent honesty born of the simplified, guardian-like processes anchoring its annual production cycle, and we are all benefactors.

In Amisfield, Rodd & Gunn is proud to support another well-grounded company taking Central Otago and New Zealand to the world.

CURRENT AMISFIELD WINES SERVED AT THE LODGE BAR:

- 2017 Amisfield Chenin Blanc
- 2016 Amisfield 'Burn' Pinot Gris

VISIT AMISFIELD.CO.NZ

ZAMORA – THE MEAT PREACHERS

"It's important to know what you believe in."

For Nicolas Karlsson and Matias Mautone, locally known as the Meat Preachers, the belief that they can become the leader of craft meats across the country, sits at the core of this multi-cultural gastronomic success story.

And the sensational charcuterie lovingly produced at Zamora may well represent some of the most culturally diverse gourmet one could hope to sample in New Zealand.

In essence, the Zamora team bring Argentinian and Uruguayan flair to world-class New Zealand meat products, using centuries-old Spanish, Italian and French techniques, with the occasional dash of Asian spices.

It's fair to say The Lodge Bar are fans, with Zamora products adding flavour, aroma and finesse across the menu.

Some Lodge Bar menu items not including Zamora cuts as ingredients are influenced by their heady fragrance. Lambert's aged ribeye is a prime example, drawing much of its depth from its time hanging in the charcuterie locker.

Again, Rodd & Gunn is delighted to be serviced by local producers committed to the customer experience and look forward to Zamora becoming 'world famous' in New Zealand.

ZAMORA CHARCUTERIE CURRENTLY FEATURES ON THE FOLLOWING LODGE BAR MENU ITEMS:

- Jamon, egg and fried winter greens on toast
- Roasted Foxton clams, Worcestershire and bacon
- Potato soup, clam and bacon
- Hand-cut pappardelle, pork sausage, tomato and basil

VISIT ZAMORA.CO.NZ

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