luxury brand. plan to become a global IRD in Hand is branching out with a collection of homewares as part of its fashion accessories and

The Woodside company is hoping sales will match the \$10 million annual countries. ing its wine label, which now sells to 42 olive oil in 1998 before in 2001 launchproducts. Bird in Hand began making turnover it makes from wine and olive

events, the most recent of which was a people last month. Tim Finn concert attended by 2500 The following year it began hosting

door and online. available from the Bird in Hand cellar offshore and designed by former VIPs of the collection made locally and Calvin Klein model Paul Giles. It is The event included a preview for

and Weavers Guild, which hand-Hills merino and alpaca fleece and selects, combs and washes Adelaide Hand by Gumeracha Handspinners designs made exclusively for Bird in The collection includes knitwear



blends it with silk and locally sourced,

high-end camel hair fibres.
Mr Giles said the range, of which the most expensive item was an Italian leather bag priced at \$350, was de-

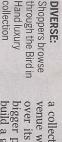
signed to be affordable luxury.

"It's so easy to price yourself out of the market and people want good value for money in such difficult times," he said

pieces, which are investment pieces that also have practicality "People will spend on investment

source materials and samples. research and development, and traveltion had been considerable in terms of ling to meet overseas suppliers and Nugent said investment in the collec-Bird in Hand founder Andrew

The decision to diversify by creating



bigger picture, namely the "aim to build a global luxury brand". a collection and becoming an events over its competitors but rather the venue was not about having an edge

aim for the top in everything we do".
"We aim to make everything top he said. Mr Nugent said the collection olive products turnover, which is curof the business to match our wine and reflected the company philosophy "to rently around \$10 million per annum,' "Our vision is to grow this new side

quality but we like to be honest with our pricing," he said.

"(The collection) is luxury but we

alistic about the way we we really want to earn price it as well because wanted to be fair and re-

good-quality place and earn our reputation as want to come from a our stripes.
"We're not Gucci or Armani ... we really

such as belts, ties and sunglasses. expansion would concentrate on exopposed to come out with high-price goods at the start."
Mr Nugent said further short-term

way we price it realistic about the wanted to be fair and luxury but we (The collection) is **Andrew Nugent**