

# Hand in hand at cellar door

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

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

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

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

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



ANNA VLACH  
Luxury

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 designed 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.

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

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

The decision to diversify by creating



**DIVERSE:**  
Shoppers browse through the Bird in Hand luxury collection

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

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

"We aim to make everything top quality but we like to be honest with our pricing," he said.

"(The collection) is luxury but we

wanted to be fair and realistic about the way we price it as well because we really want to earn our stripes.

"We're not Gucci or Armani... we really want to come from a good-quality place and earn our reputation as opposed to come out with high-price goods at the start."

Mr Nugent said further short-term expansion would concentrate on extending the collection with additions such as belts, ties and sunglasses.

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— Andrew Nugent