



**FREE
GOODIE BAGS
AND LUSH
GIVEAWAY
TO BE WON!**

Winter Lookbook

FEATURING



**Debra Fallowfield
& Rata Jewellery**



Glen Maher

WALL STREET MALL | WWW.WALLSTREETMALL.NZ

Our Retailers





Recently we interviewed Jeweller Debra Fallowfield and Vicki Clifford of Rata Jewellery.

Deb, how did you come to be?

When I was initially starting out no one wanted to be associated with me. Malls and shopping centers wouldn't take me seriously, so getting a foot in the door was difficult. It took a lot of travelling and participating in multiple market events to get my name and designs out there. From an outsider looking in it must have looked like I was all over the show! I was told to slow down, but I had to break the rules to break into the market, which took time to realise.

Deb, how much of your work is custom made?

I would say around 80% of my work is custom made to order. I put a lot of pride into my designs and make it known which ones are custom made as these are the pieces that I fully absorb myself into. As soon as something is production made I feel it loses its spark and value. A lot of big name jewellers preach that their pieces are handmade or custom made, but when you see the work, and see the price, it simply doesn't add up. There are a lot of pros and cons regarding production made jewellery, but I find myself that I have a passion for handmade jewellery, and that's something I'm not about to let up!





Deb, people all around the world trust you to execute your designs perfectly, why do they trust you?

To put it frank, I am straight up. I cut out all the nonsense and cut straight to the chase, I make precious things but I'm not precious. When people come to me with their designs or ideas, I stand back and think to myself, can I create the piece that this person requires? When I make that type of connection with my clients, they know straight away that they can trust me. Recently I had a groom to be ask for help that lived in Toronto. I was truly

honored to be offered to do this, but it was something that took me by surprise! People all over the world asking for a little jeweller in New Zealand is something truly awesome! Another point to make is my ability to single out work that I will not partake in. I only work with my designs. If it's something I don't believe in, I will simply say no to making it. I believe this is a big pitfall for a lot of people in any industry or business that they work in. They create work that they do not believe in, so they have no real connection with it, something I am strongly against.

Deb, what is it like working alongside a small business such as Rata?

I get peace of mind knowing that I have a devoted client-base that follows my work to Rata. Its beneficial for me and extremely beneficial for Rata as they have returning clients always asking for my next pieces. I know initially it was hard for Vicki to get me on board with regards to showcasing my pieces in Rata. I was at a stage in my career where I no longer needed to supply retail outlets to make sales, in fact I was pulling work out of stores in NZ and Aus as it was selling too fast! However, Vicki convinced me to try with Rata, so I said 3 months... I'm so pleased I did! Rata moves a phenomenal amount of my work and carries the largest range of my products.





Vicki, why did you want Deb's work in Rata?

I've always been an admirer of Deb's jewellery and her amazing vision and craftsmanship. I think that jewellery is such a beautiful expression of personality and I love that each of Deb's pieces has a life and story of its own. I also love Debra's mantra of "unique jewellery for unique people". I opened Rata 3 years ago to give Dunedinites an opportunity to support NZ Made Designers and their unique jewellery, as well as introduce jewellery from around the world that's a little different from the "norm".

Vicki, why does Rata Jewellery have such a great relationship with Deb?

We have a unique relationship with Deb. Both Stacey and I have huge respect for her as a designer and a great human

being! We absolutely love her work. It's a pleasure to display her jewels, and then to be able to sell her pieces to people who love them is a pretty special experience! It's always a great moment when a Deb fan comes to see her work and she is instore. It gives them a great chance to meet and chat with her. We love a good yarn with Deb, she's full of so much knowledge and is so open about sharing her design processes. She's also travelled the world and will often deviate from jewellery talk to travel stories, which are always a laugh.

Vicki, we've heard there's a cult following of Deb's work? Have you noticed this at Rata?

Deb has an amazing following across social media and online. Her rings are so distinctive! There isn't a day that passes when someone won't screech to a halt



Vicki & Keith Clifford

and double back at the sight of her huge ring stack poster in our front window. People love coming in to look at her rings and we love getting them out for people to try and experience her amazing craftsmanship.

Vicki, what does the future hold for the Rata/Deb relationship?

As two Dunedin women in business we have a great bond and I look forward to working with and learning from Deb. I look forward to building a strong relationship with her customers and growing our collection of her stunning work.



Winter Looks



The Levi's® classics: White Tee and a 501®. Available from Levi's® Dunedin.





New Toby Trench Coats. Available from Armoury Dunedin.



MAHER

Glen Maher Interview

Are you a born and bred Dunedin boy?

No, I'm originally born and bred in Invercargill! I had been living in Queenstown for 10 years and I moved to Dunedin 8 years ago. I love Dunedin and wouldn't change it for the world!

How did you come to designing shoes?

To put a long story short, I have always been a shoe lover! I was allowed to wear whatever shoes I liked for my wedding day, and over a period of 18 months I couldn't find a pair that I liked, so that's where the inspiration came from to make an amazing Men's shoe store in New Zealand! 12 years later and MAHER is nationwide with both amazing men's and women's creations!

Why have you stayed in Dunedin?

It's a city but not a city on a global scale, it's the perfect size. It's arty and quirky and I love the sea. It's also fantastic for my family, with schools and hospitals. Would be hard pushed to move from Dunedin.

What's your inspiration?

My fashion icon would have to be George Michael, the best dressed man on the planet.

My inspiration is to bring amazing shoes to the world. The world is to politically correct and needs more flavour, spirit and colour. The shoes and boots I design bring this in spades.

What do you love about being in the shoe business most?

I have the best job in the world. I get to design and bring my creations to life. Seeing our regulars and new customers come in and gasp as they see new styles/ designs is a reaction I never tire of and lets me know I am doing something right.





What have been some of your biggest challenges starting and running your own fashion brand?

Finding manufacturers to produce my minimum numbers.

Finding manufacturers to produce my designs.

The Global Financial Crisis hitting the year after opening my first store.

Christchurch Earthquakes destroying my store.

In my early days getting Malls to take me seriously as a store and a brand.

Spending so much time away from family isn't healthy!

Traveling all over the globe sounds exciting, it's not. It's hard work and very lonely at times.

What's your vision for Maher going forward?

World domination, one pair of feet at a time!

Where can you find your shoes?

MAHER Dunedin: Shop 7 Wall Street Mall: 211 George street, Dunedin

MAHER Outlet Invercargill: 2-11 Dee street, Invercargill

MAHER Christchurch: shop 78 Westfield Riccarton, Christchurch

MAHER Wellington: 292 Lambton Quay, Wellington

MAHER Palmerston North: Shop 120, The Plaza, Palmerston North

MAHER Hamilton: Shop 82 Centre Place, Hamilton Central, Hamilton

Online www.mahershoes.com



Winter Looks



RODD & GUNN®



Rodd & Gunn's Autumn Winter 18 Collection. Available now.





taking shape

SIZES 12 - 24



New winter collections available. Available from Taking Shape® Dunedin.



Winter Looks

miracle
for nature's little wonders



New kids winter clothing ranges available now.





New menu items each week at our selected food outlets.





The difference between a cold and the flu.

During wintertime, it's not uncommon to hear that people have come down with a nasty cold or are off work with the flu (influenza). Colds and flus are both illnesses that affect our airways and how we breathe. They are commonly confused with one another because they share many common symptoms.

The flu is characterised by the sudden onset of:

A high temperature (fever) and chills.
Headache. Weakness and aching muscles.
Debilitating tiredness. Loss of appetite.
A cold's symptoms are usually above the neck and include: A sore throat. Sneezing.
A running or stuffy nose. A mild fever.
Mild headache (from congested sinuses).
Sometimes a cough.

WHEN TO SEE A DOCTOR

See a doctor if your child:

Is not improving. Is unusually irritable, grizzly or sleepy. Is breathing quickly and noisily. Is refusing to eat or drink – look for signs of dehydration: Dry nappies or no tears when crying. Is under 6 months old and has a fever. Complains of sore ears or a sore throat. Coughs a lot.

See a doctor if you:

Feel like your symptoms are getting worse. Don't seem to be getting better after a few days. If you are unsure, don't hesitate to see your doctor.

HOW TO AVOID GETTING THE FLU

Having a flu shot each year is the best way to protect against the flu and it's free for certain groups and those with certain medical conditions. Many workplaces offer the flu shot to employees or you can see your doctor or participating Life Pharmacist who can discuss it with you in detail.





Winter Deals



NOW OPEN

THE RUB

DROP-IN HEALTH MASSAGE

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Offer available until 30 June 2018.





WINTER OPENING HOURS:

MONDAY 9:00AM - 6:00PM

TUESDAY 9:00AM - 6:00PM

WEDNESDAY 9:00AM - 6:00PM

THURSDAY 9:00AM - 6:00PM

FRIDAY 9:00AM - 7:00PM

SATURDAY 10:00AM - 6:00PM

SUNDAY 10:00AM - 6:00PM

Join & Win

Join the Wall Street Mall VIP Database and go in the draw to win one of 10 goodie bags and a major prize giftbox from Lush!

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