

# VOGUE

AUSTRALIA

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## PLUMP IT UP

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## HEAVY BREATHING

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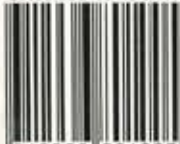
## JEAN THERAPY

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STYLEMAKERS

# Shop talk

*Whether it's an eclectic vintage jumble or a haven of hard-to-find fashion, these ingenious boutiques offer something utterly unexpected*

Papier d'Amour's Phoebe Gazal in Gucci silk chiffon dress, \$9,010. Pierre Hardy shoes, \$995, from Belinda Shoe Salon.

STYLIST: VICTORIA COLLISON. HAIR AND MAKE-UP: SAM CORREY. PHOTOGRAPHS: RICH STEWART



### Paper moon

Stepping into Gazal's Double Bay boutique is like entering a candy store, with its mix of rainbow-coloured stationery, ribbons and paper delights arranged on cake stands and piled in tall glass jars.



*"I recommend sending a larger sized invitation because the receiver will immediately know it's far more exciting than a bill"*

## PAPIER D'AMOUR

Phoebe Gazal is divulging the finer points on planning the ultimate party invitation. "I can't stand them without calligraphy," she says. "A guest's name printed in a typeface is so bland in comparison to a beautifully handwritten script." As the owner of Papier d'Amour, a delightful new stationery boutique in Sydney's Double Bay, Gazal is an expert when it comes to dreaming up the perfect paper creation, formal or whimsical. "I go through stages," she says. "But I do love embossed cards with letterpress printing. And I always recommend sending a larger sized invitation, because when it arrives in the post the receiver will immediately know it's far more exciting than a bill." A former graphic designer, Gazal left her position at Clemenger advertising agency in 1995 to establish her own business and focus on her family. From her Bondi home, she began creating invitations for friends before taking on a roster of clients including Montblanc and the Silver Committee.

"The store was a natural progression," she says. "I love sourcing things from all over the world, and it allows me to do other creative things like window displays." Indeed, her boutique is filled with a jaw-dropping display of notecards, papers and envelopes from Italy, Spain and England. An antique worker's bench holds tiered cake stands of bonbonnière boxes and huge glass jars filled with colourful ribbons, while shelves are laden with filling boxes, candles and frames. Gazal says, "Thank-you notes and invitations should be special — I want people to see something that they haven't seen anywhere else."

**Natasha Inchley**

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