



## CAPSULE opens store in Sydney's newest retail space - Central at Central Park

CAPSULE continues to grow its retail presence by adding another location to its footprint, this time at the highly anticipated Central at Central Park open to the public today.

Central is Sydney's newest retail experience offering a thriving, contemporary destination. The multi-level vertical 'Living Mall' boasts a sun-drenched emporium, future-forward architecture, unique designs, free Wi-Fi, and extended trading hours. With a mix of cafes, shops, restaurants, artistic spaces on level 3, and quirky interactive elements, Central is destined to become one of Sydney's must-visit destinations.

"For us, it was something we wanted to be a part of in terms of their approach and aesthetic to bringing this project to fruition in Sydney. It's about looking forward, while also being able to follow our business model and offer a point of difference and we have both of those in our Central Park location," says owner Nick Denton.

CAPSULE Central is an expansion for the independent retailer after successful openings of its boutique format stores in Westfield Sydney in 2010 and in the heart of the lower north shore's North Sydney in 2012.

The CAPSULE Central store incorporates features of the chain's next generation concept which includes new features such as cloud based and wireless point-of-sale solution.

The customer experience is paramount and at the heart of all CAPSULE stores with hand selected brands - coupled with staff offering unique and detailed product knowledge of each of the brands and designs.

The latest boutique will offer expanded categories of apparel, footwear, headwear, leather goods, eye wear, watches, bags and accessories with over 35 brands including:

Acapulco Gold, Adidas Originals, Aloha Sunday, Asics, Bellroy, Black Scale, Butter Goods, Carhartt, Chup, Clarks Originals, Dapper, Everyday Carrier, For The Homies, Gram, Herschel, Huf, I Love Ugly, Jason Markk, Komono, Lafayette, Levis, London Undercover, Low End Theory, Mishka NYC, Mr Simple, Nike Sportswear, Pendleton Woolen Mills, Pigeon & Weasel, Qwstion, Raised by Wolves, Red Wing, Shwood, Sperry, Suit, Tanner Goods, Upper Playground, Vanishing Elephant, Vans Vault and Zoologie.

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For further information, visuals or interview requests please contact:

DAWN DENTON  
Dejantaye Group PR & Marketing

51 WALKER ST | NORTH SYDNEY | NSW 2060 M | 0416 704 141 E | dawn@capsulestore.com.au

### ABOUT CENTRAL PARK SYDNEY

Its retail area, known as the Living Mall comes alive on October 31st and is set to offer a retail experience like no other. The multi-level vertical mall boasts sun-drenched emporium, future-forward sustainable architecture, free Wi-Fi, extended trading hours and promises to be an exception destination for shopping, dining and meeting with friends.

Designed by award-winning Parisian architect Jean Nouvel, one of the world's best living architects, winning the 2009 Pritzker Prize – the Nobel Prize of architecture. For Central Park, Nouvel collaborated with French artist and botanist Patrick Blanc, incorporating over a dozen vertical gardens across the façades of the towers. Garden boxes and vertical wires incorporated into the loggias will wrap the towers in plant life, extending the central parkland at the heart of the new precinct into this very green building.

**Contacts**

Dawn Denton

0416 704 141

mailto: dawn@capsulestore.com.au