

Cartier Brisbane: A Winner for Queensland Company

Queensland shop-fitting company Projects Queensland Pty Ltd (PQ) has experienced impressive growth in the last half decade, completing award winning projects for some of its global luxury retail clients.

At the Australian Shop & Office Fitting Industry Association (ASOFIA) annual conference in October PQ was awarded the 2016 National Fitout of the Year Award for the build of Cartier's store in Brisbane.

PQ General Manager, Manuel Pena said this pinnacle accolade made by our peers for the Cartier fitout is fitting recognition for this amazing project.

According to Forbes Magazine Cartier is the 58th most recognisable brand globally and even the Prime Minister bought a Cartier watch for his wife's birthday earlier this year.

The company, now in its 27th year, also received ASOFIA's 2016 Best State Fitout award for Gucci's store in King Street, Perth, and in 2014 received ASOFIA awards for Sunland Group's National Office and TAG Heuer's store, both in Brisbane.

He said technology, quoting techniques and management systems developed internally have helped drive the business in a competitive market.

"Our agile management team continues to deliver sound financial results, built on our brand strength, and has rapidly adapted to national and international market fluctuations and receiving awards for our work is very satisfying for us and our clients", said Brad Dunne.

QUT retail expert, Associate Professor Gary Mortimer said with around 40 global retailers represented in Australia there is still plenty of growth in this market.

"We have really seen the growth in luxury brands enter the market place over the past 10 years. Brisbane has dramatically morphed into all things luxury and the Edward St precinct is a great example of that."

"Chinese visitors have tripled in the last ten years and this has positively impacted on the purchase of luxury goods in CBD markets. The Chinese are responsible for about 25 per cent of spending globally, 7 per cent of it on luxury, as they look offshore to buy accessories and clothing to avoid taxes and duties at home."

"Shopping for luxury brands is very much about the experience over price and customers have high expectations. Retailers in this space are focusing more on the atmospherics, lighting, fit-outs and imagery than ever before."

According to Manuel Pena his company has a great history of building stores for the early adopter global retailers in Australian capital cities – and at the just opened \$670 million Pacific Fair Shopping Centre we completed six stores, including for Tiffany & Co, Gucci, Rolex and Givenchy.



"These projects were recognised with a win for the October Construction Award by the Gold Coast Business Excellence Award's Program.

"Our experience and reputation should enable us to take advantage of the expanding luxury global market within Australian capital cities", observed Manuel Pena.

Picture above: Manuel Pena and Professor Gary Motimer (left to right) at Cartier Brisbane.