



COMPANY PROFILE

Hydra Design was formed in 2000 and is based in Chippendale, Sydney with five staff specialising in retail and hospitality design. We have a strong local portfolio, combined with projects completed in the USA, UAE, China, Fiji and New Zealand.

We provide a full range of design and documentation services, including concept sketches, 2D and 3D CAD drawings. Hydra Design is a fully independent business with no affiliations to builders or shopfitters. We prefer to operate independently because design integrity is as important to us as it is to our clients. We pride ourselves on the quality and innovation of our designs and the technical detail of our documentation.

We are a preferred design studio for all the major Australian shopping centres, including Westfield, Lend Lease and GPT. We are often contracted directly by the shopping centres to provide conceptual work for new developments.

The projects we have completed range from one-off boutique designs through to national and international rollouts. We have worked on projects of all sizes up to 4000 sq. metres.

Our retail client base includes:

FASHION -

- Iceberg – their first Australian boutique on Castlereagh St and their Sydney headquarters
- Tony Barlow Menswear – in the Strand Arcade
- Rhodes & Beckett – wholesale doors in Myer
- Cotton On – concept work
- Code Orange – a one-off boutique specialising in contemporary fashion

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FRAGRANCE -

- Narciso Rodriguez
- Gucci
- Dolce & Gabbana
- Burberry
- Coty

EYEWEAR -

- Fendi
- Missoni
- Prada
- Coach
- Guess

OTHER RETAIL -

- Sony – their World Square flagship store and the refurbishment of their Chatswood store
- Nader Jewellery – in Westfield Parramatta. Awarded by Westfield “Best Retail Design New Merchant” 2007
- Infanta – a one-off boutique in Westfield Parramatta selling jewellery and accessories
- Moi Moi – a boutique jewellery store in the Queen Victoria Building
- XSRE – a boutique accessories store on Castlereagh Street



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