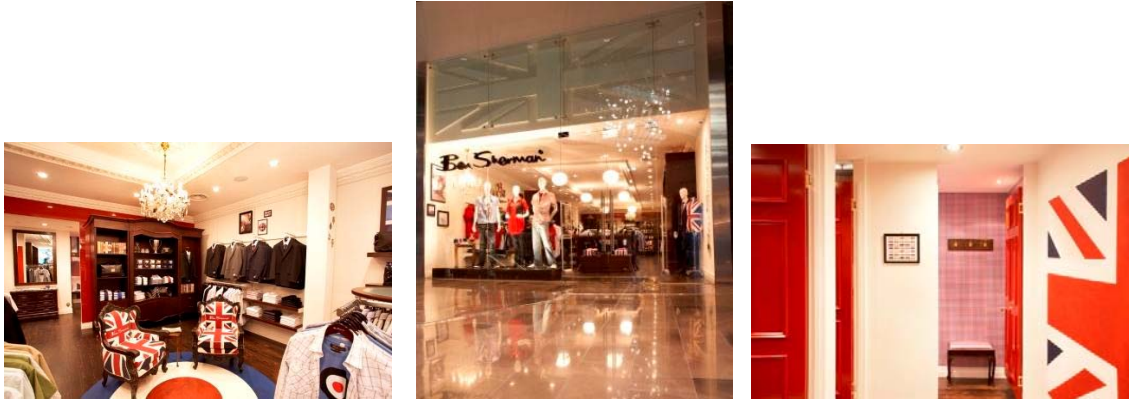


Ben Sherman®

'Mods in the Mansion' Westfield Bondi Junction store

A GLOBAL RETAIL CONCEPT



Ben Sherman is proud to announce the opening of its 'Mods in the Mansion' themed store at Westfield Bondi Junction this April 12th. Already used in iconic Ben Sherman boutiques worldwide such as New York, Las Vegas and San Francisco, 'Mods in the Mansion' is a global retail concept designed in celebration of all the rock stars who have ever bought, abused and lived in a house, a very big house in the country.

Decked out with inherited pieces, impulsive antique shop buys, iconic imagery and classic British furnishings with a mad-as-a-quail twist, these stores are designed to make you feel like that rock star. Think of a Rolls Royce in a swimming pool, a scooter parked in an opulent hallway or an old antique chair newly upholstered in a striking Union Jack fabric ... it's time for sex and drugs and high tea on the sofa!

This store brings a true Ben Sherman experience to Sydney. Offering the full range of Ben Sherman apparel and accessories for both men and women; combined with Westfield Bondi Junction's five star services including valet parking, concierge and personal stylist services, this is a truly luxurious shopping experience to do any chandelier swinging, 'Mod in the Mansion' proud.



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