

Local focus is key for Melbourne denim label Nobody

By Sharon Green
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From humble beginnings at a family-built denim laundry in the backstreets of Fitzroy, Nobody has since reached incredible heights. The label that began in 1999 with two brothers, Nick and John Condilis, is renowned for insisting on quality and excellence in every facet of their manufacturing.

While the team try their best to keep all aspects of the label's manufacturing within Australia, Nobody sources the best quality denim from abroad, bringing home most of their fabric selections from Japan. Creative Director, Wesley Hartwell, said in a sense they have been forced to look overseas for fabric because denim is not readily produced in Australia. "We say that we don't compromise, so that's really important to us. Because we manufacture here in Australia, we can control the quality, the fits and the manufacturing process."

Once the fabric has been sourced, the denim endures a long processes including drying, brushing, and washing, where it transforms from raw cloth to a finished garment. Hartwell says the trick lies in adopting these techniques to achieve certain looks and affects on the fabric, noting that "all sorts of different abrasive techniques are used to achieve the result we want."

Hartwell sounds passionate about denim and describes the fabric as interesting to work with because of the way it reacts and the different techniques required for it to lose its colour. "I think it's just such a flexible fabric... the way that denim really does create a rebellious yet

sexual kind of feeling. It's a very multi-faceted kind of fabric."

Besides its amazing versatility, Hartwell also notes the benefits of denim's trans-seasonality, making it adaptable to wear across all weather conditions. "I don't think it's ever inappropriate to wear denim. Depending on the function and your attitude and how you put it together. The fits and the shapes have come a long way - even in the last ten years."

Not only does Nobody pay extremely close attention to detail and finishing touches on their garments, the label is also accredited by Ethical Clothing Australia. Hartwell says this fits into the ethos of their business, stating that quality doesn't only apply to the fit and looks of their garments but how they work and how their employees are looked after too. "Everything that we do from start to finish is all transparent and a really ethical way of working... It was just a natural decision for us [to be accredited]."

Being "Australian made" also drives the label and remains a strong focus for the team at Nobody. Hartwell says the only way they can ensure attention to detail and quality control of their product is by keeping the manufacturing local. "The heart and soul of what we do is right here in Fitzroy so it feels natural for us to keep it local." Hartwell says that outsourcing just doesn't sound right for Nobody so the label has never thought seriously about moving manufacturing overseas. "The thing that people love about our brand is the fact that it is made here... We've got everything working



John and Nick Condilis in the family denim laundry

so well together."

Although Nobody emerged as a small business, it quickly grew and expanded to an international market when the label received its first overseas order from Hong Kong circa 2002-2003. Hartwell says the brand's expansion happened organically but has driven Nobody towards success. "That drove us in terms of our international exposure - it really started with Lane Crawford [in Hong Kong] and Japanese boutiques which gave us more inspiration to work internationally."

And it seems all this exposure has worked in their stride with Nobody adopting a celebrity following and a public relations agency based in Los Angeles.

But don't be mistaken that their recent success has shifted their focus. The boys behind the label have their feet planted firmly on the ground and a heart close to home. "We're very proud to be born and bred in Melbourne. Coming from Melbourne says a lot to people about our free spirit and art background," says Hartwell.

Stockists

Available at David Jones and at the Nobody concept stores:

396 Brunswick Street, Fitzroy
(03) 9419 3700
northside@nobody.com.au

Shop 4, 402 Chapel Street
South Yarra. (03) 9824 2788
southside@nobody.com.au

The following stores also carry the Nobody range:

Green with Envy
268 Flinders Lane
(03) 9663 8043

Glue
Shop 1 SWN,
QV Shopping Mall
288-290 Swanston Street
(03) 9650 7764
www.gluestore.com.au

Husk
176 Collins Street
(03) 9663 0655
557 Malvern Road, Toorak
(03) 9827 2700
123 Dundas Place, Albert Park
(03) 9690 6994

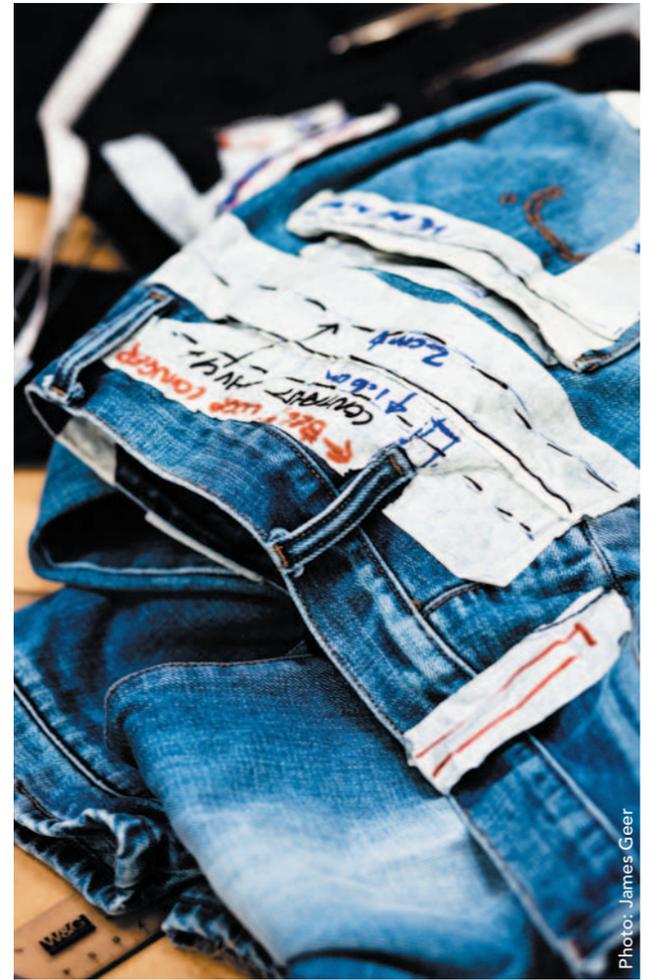


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