

# style spotlight sharyn storrier lyneham



Individuality rules ... Sharyn Storrier Lyneham's Edit store stocks a range of striking printed fabrics and unique pieces for interiors. Photo: Domino Postiglione

## Welcome to the new ESSENTIAL style

Your favourite *Herald* lifestyle liftout, essential, has undergone a makeover. Here's what you'll find inside:

- More fashion, homewares and design from some of our city's most respected experts, including our own queen of style, Melissa Penfold.
- In response to reader requests for more guidance and practical advice on fashion, our How To Wear section (page 14) shows you how to interpret new trends and pull together looks created by our team of stylists.
- Profiles of the people who are shaping Sydney's style scene in Spotlight (opposite).
- In My Village (page 6) we shine a light on a different suburb of Sydney every week to

uncover hidden treasures.

- More lustful homewares and peeks inside the rooms of Sydney's style set, plus a new DIY column for the home renovator in Know and Tell (page 8).
- All the news that is worth knowing in the Sydney

fashion world courtesy of Fashion police (page 11) compiled by *Herald* fashion editor Natasha Silva-Jelly

All this, plus the usual smart reads and great columns (plus a few surprises) that the section is renowned for. essentialStyle is the new go-to section for anyone interested in style in Sydney.

## Edit plans to stick around

Once known for "pop up" stores, this home furnishing business has a new base, writes **Andrea Jones**.

In what was once the kitchen of the old Crown Street Women's Hospital in Surry Hills, a new kind of business is being cooked up. Edit, the design brainchild of former *Vogue Living* editor Sharyn Storrier Lyneham and fashion retailer Belinda Seper, has found a permanent home in this slightly off-the-beaten-track part of inner Sydney.

The new store, open for just a week, is as rambling and quirky as the pieces it houses: sculptural lamps made from 1960s ceramics, old chairs and lamps restored and re-covered in Edit's own textiles, recession glass (a poor man's cut crystal) stacked and glued into teetering new shapes, even wall art made from starched pantaloons.

"A room should have something that can make you smile," says Storrier Lyneham.

"Our things are very decorative and they have a sense of humour and also a sense of craft."

"I don't like rules about how you have to decorate. People should trust their own instincts and surround themselves with things they love."

And for her, this homewares range is exactly that – a real expression of her own artistic talents.

"I went to art school – that's where I met Tim Storrier [her first husband]. There was only room for one artist in the family so I had to go out and get a job," she laughs.

And so, throughout the 1970s and '80s, Storrier Lyneham was art director of *Vogue*, before becoming editor of *Vogue Entertaining* and finally *Vogue Living*. There she reigned until a few years ago when the *Vogue* stable of magazines was bought by Rupert Murdoch and her vision of a new career began to crystallise.

Seper and Storrier Lyneham have been friends since the '70s, when Seper was a young model and Storrier Lyneham the art director on fashion shoots.

Under Seper's expert guidance, Edit began life as a series of "pop up" stores – a hip shopping concept from overseas, where a store opens for a retail

nanosecond: say, four to six weeks – just enough time for those in the know to pounce before it's gone. Then there was a short-lived marriage with Format Furniture on Crown Street, which sadly went into voluntary administration and closed its doors just two weeks after Edit moved in.

Meanwhile, Edit's international life took off: Liberty in London now stocks its fabrics and homewares, and exclusive deals with prestige retailers in New York and Hong Kong are almost sealed.

These days Seper is immersed in her expanding fashion store empire but she still provides valuable retail advice (and Edit will open inside her boutique, Belinda's, new Brisbane showroom).

The design work is now firmly in the hands of Storrier Lyneham and her hand-picked team of local artists.

Storrier Lyneham designs the textiles herself, many of which are based on blown-up photographs –

there are chandeliers, French chateaux, and another of lavish rhinestone jewellery.

These fabrics are screen-printed in Australia onto silk, hemp, linen and velvet, and are priced from \$245 a metre.

Another signature of Edit's range are dressmaker dummies, upholstered with Edit fabrics, priced from \$950 – great for hanging hats and ties or displaying lashings of spectacular jewellery.

But the real stars of the collection are the jewel-coloured ceramic lamps.

"We found a warehouse full of old ceramic lamps from the 1970s," says Storrier Lyneham, who bought the lot and stacks them together to create stunning, towering shapes, topped with a lampshade in one of her fabrics, or perhaps an old pianola roll.

Eccentric? Yes. But the idea is to work a piece in with your own design style and, in Storrier Lyneham's words, "loosen it up!"

Find Edit at 137 Albion St (cnr of Crown), Surry Hills, phone 9358 5806. [edit-group.com.au](http://edit-group.com.au).



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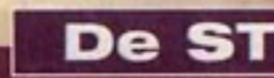
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