

MOOD



ISSUE SIX





THE LOYALTY RUNS DEEP

And just like that, here we are in the middle of 2021, bringing out our sixth magazine; saying time flies is an understatement. Loyalty runs deep in MOOD, with some businesses that have been with us since day one *insert crying emoji* But also grateful to be meeting and showcasing new businesses each issue!

There is never a shortage of awesome people doing cool things in this region. This issue has some really great features from an Interview with Lauren New Zealand's Youngest McDonald's Franchisee owner, how to go about fostering kittens with the SPCA, rising sports stars from Taranaki and even a Master Wine Sommelier based in Hawera. How good! Please feel free to reach out and tell us about them so we can continue to showcase the local talent

We're already making moves on our December 2021 edition. As marketers and content creators ourselves, we want to showcase your business in the best way possible. So put MOOD into your marketing plan for December 2021, get in touch, and let's discuss some ideas.

A good winter read is always needed. Get a bottle of 'Domaine François Gaunoux' (a recommendation from Kevin, the Sommelier) and enjoy.

Annalee, Laura & Greer x x x

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WHAT ARE YOU IN THE MOOD FOR...



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Photo by Viviane Sassen

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..RESIDENT GALLERY

milarky



proofandstockcoffee



📍 40 Cutfield Road, New Plymouth, Aotearoa.

www.proofandstock.com | @proofandstockcoffee | Photo by @frontroomstudio



30 YEARS of FESTIVALS

Words by Nick Walker

2021 marks a special milestone for an organisation that has played a monumental role in shaping Taranaki's cultural identity. This is the 30th year for the Taranaki Arts Festival Trust, or, as it's known around town, TAFT.

TAFT was a pioneering concept when it began, and just the second organisation of its kind in New Zealand. Three locals - Paul Goldsmith, Roger King and Grant Kerr - had been to Wellington in 1988, saw what was happening there and decided Taranaki should have its own equivalent.

Three years later in 1991, the inaugural Arts Festival featured some of the highest quality New Zealand acts of the time. The Warratahs, The Topp Twins and Dame Malvina Major stand out on a packed list of performers that has set the standard for events in the region ever since.

TAFT's simple mission is to promote culture and arts through its events, while also contributing to the quality of life in Taranaki and the local economy.

"What we do specifically, among other things, is bring in works that wouldn't otherwise stack up financially," says TAFT CEO Suzanne Porter. "So it provides opportunities for the region and brings works of a very high calibre over a long time, not just for paying customers, but also schools and the community all around the region."

High profile annual events such as WOMAD, Taranaki Garden Festival and Taranaki Arts Festival have been embraced by the community in recent years, but Suzanne Porter believes it's the ability to capitalise on other ad hoc events that has been key.

"We're quite unusual in that we do multiple art forms - normally a trust like us would do one arts festival every two years, but the strength in TAFT has been in seeing a

number of different opportunities in different areas and maintain a full-time operation year-round."

The reason TAFT has been able to do this is because of the large number of out of town visitors its events attract. For events like the Taranaki Garden Festival and WOMAD, up to 70% of the audience comes from out of town, Porter says, which is both an immediate and future benefit for the local economy.

"What festivals and events do is give people a reason to come here. They might not really want to climb the mountain for example, but they come for the event, get an amazing experience, and during that time they see everything else there is to do here. That makes them want to come back to experience it all", she says.

While it's not primarily about making money, plainly things do need to be financially viable in order to work. TAFT has been able to illustrate clearly that sponsoring its events is well worthwhile. Porter says every dollar they've been given in sponsorship from the New Plymouth District Council, they've been able to turn into \$16 that's invested in the community.

Porter hopes 2021 will be no exception. This year's Garden Festival overlaps Reset 2021, which features a smorgasbord of arts and cultural events in November. Before that, the Right Royal Cabaret Fest and Puke Ariki's Festival of Words make the last weekend of July one to block out in the calendar.

“ *New Plymouth will be thriving with entertainment, cabaret, hilarious comedy, readers and writers' workshops, musical theatre, dancing, wining, dining, and joie de vivre. People will shake off winter chills and warm up with four exhilarating days and nights worth of free and paid events for all ages to enjoy.* ”

Looking forward, Porter believes the same vision and creativity that has driven TAFT in the past will be the basis for the next 30 years. While the future of WOMAD remains to be seen, and Porter is always looking for new types of events, one of her main focus points is continually innovating and improving TAFT's mainstay events to engage new and diverse audiences.

"It's about keeping those festivals that you want and reinventing them with new stuff. You need to stay current, but you also have to cater to that next age group of festival goers coming through. You keep watching for trends to see how we can continue to make those kinds of events even better."

Highlights

TAFT RIGHT ROYAL CABARET FEST + PUKE ARIKI FESTIVAL OF WORDS



LES FEMMES

TSB Showplace | Friday 30 July | 9pm

This is an edgy show for anyone who just wants to be entertained and have a good laugh. Actually, make that a great laugh. Les Femmes is a drag cabaret trio merging vocal power with wit and innuendo for a night you'll rave about for weeks.

Enjoy a hilarious new take on girl group bangers through the years with Miss Manage, Miss Givings and Miss Demeanour. Les Femmes packs banter, glamour, and a whole lot of leg into The Spice Girls, The Pussycat Dolls, All Saints and more.

Together with their seven-piece band, you'll be blown away by their original takes on pop classics on a thoroughly enjoyable 90 minutes of adult humour that's not for the faint-hearted!



HOW I FELT: CHRIS PARKER

Oakura Public Hall | Thursday 29 July | 7pm
TSB Showplace | Friday 30 July | 6pm

We all did things a little differently in lockdown last year, but Chris Parker's new hobby went way left field. And now, he's taking it further still.

The award-winning comedian mixes his iconic, camp humour with hilarious storytelling about the things that make us stressed and anxious, all while completing a \$3 DAISO Japan felting kit.

Chris is proof that felting might just be the next big thing- 20k more Instagram followers, a hat made of felt creations, and subsequent offers to purchase said hat from our national museum! Why all the interest in felting? No one knows. You'll have to find out for yourself.



HAUS OF YOLO

TSB Showplace | Saturday 31 July | 9pm
TSB Showplace | Sunday 1 August | 5pm

After a spectacular debut at Splore, HAUS of YOLO brings its interactive circus show to the TSB Showplace for two nights of creativity and highly impressive acrobatics.

Follow circus artistes Welt Couture and Sexy Love Puppet through rapid on-stage costume making, in between some seriously mind-blowing aerial trickery and body balancing. The skill of these performers is matched only by the sensory assault of a stunning, in-your-face music and light show.

Throw in a good dash of drama and uncertainty about how things will pan out, and this is an edge-of-your-seat performance that's in equal parts awesome and entertaining. *Warning: Contains coarse language, nudity, strobe and smoke effects.*

See the full festival line-up by visiting: rightroyal.co.nz



5 MINUTES WITH TOM SAINSBURY

Interview by Nick Walker

Award-winning comedian Tom Sainsbury has spent years mimicking both real life and self-invented characters on social media. Now, he's collated some of his personal favourites into a book.

WHAT'S YOUR BOOK ABOUT?

It's a comedic look at the characters I've observed in NZ society. It's also a bit of a memoir, with parts of my own life and my interactions with these people.

I find all people inherently funny, and the way I develop and portray characters plays on their quirks. The people I'm laughing at, their lives at OK - I'm not laughing at any misfortune. Putting it in a book, there's something

more permanent about it. You can make a video of topics that happen every day, but it's more of a challenge and achievement to write a book.

HOW DO YOU GO ABOUT BUILDING OUT YOUR CHARACTERS?

It usually starts from an observation and spending time with a specific person. I don't have to know them - I can sit beside them at an airport and listen to a phone conversation they're having, or spot them eating across from me at a restaurant. It's kind of like field work.

It's at the point now where people know I do characters, so often I don't have to do anything - people just give me their whole life stories. Country Calendar is one of my favourite shows, it's just one amazing character after another. The reaction I get from people helps me to develop a character too, so they're constantly evolving.

DO YOU HAVE A FAVOURITE CHARACTER OF YOURS?

I love doing Simon Bridges, I feel like I can do him the easiest. I have a character called Maz, who works at Animates...I just enjoy being him. In general, I like the blokey farmer types. The ones who don't always have much to say but they just "get on with it."

WHAT ARE SOME OF THE OTHER THINGS YOU'RE WORKING ON AT THE MOMENT?

I'm currently filming season four of Wellington Paranormal, and then I'm back in Auckland doing a new TV show called SIS, which is a skit series for Pacific actors - I'm playing a collection of horrible white people.

YOU'LL BE TALKING ABOUT YOUR BOOK IN NEW PLYMOUTH IN JULY, WHAT WILL THAT INVOLVE?

There'll be lots of entertainment, first and foremost. I'll expand on some of the characters in the book, and talk about the inspiration behind some of them. I'll also give my observations of some of the characters in Taranaki - hopefully that will get people laughing.

When I go to a new region, I like to spend a day there to feel the vibe and start to understand the people who live there. It's at the point now where if people recognise me, they're often really forthcoming and will tell me about people in the region, some of the gossip that's going around, and I like to be able to refer to things like that.

Catch Tom Sainsbury in New Zealanders: The Field Guide on Saturday 31 July, 7.30 - 8.30pm at NPDC's Puke Ariki Museum.

Visit pukeariki.com/fow/ for the full festival line-up and to book your tickets.

A global phenomenon, with images and stories from across the world, *Wildlife Photographer of the Year* is the longest running and most spectacular photography event of its kind.

14 August - 14 November 2021

Free entry, Open daily 10am - 5pm

Puke Ariki



© Arshdeep Singh

WILDLIFE PHOTOGRAPHER OF THE YEAR



Make every day a film festival day

Daily screenings including new releases, cult classics and the films of Len Lye. Full details are available on the Gallery's website or pick up a monthly cinema guide at the Govett-Brewster Shop.

Exclusive home of the:
 Brazilian Film Festival May
 Italian Film Festival June
 French Film Festival July
 Latin American & Spanish Film Festival Oct

Partners in the:
 Whānau Mārama New Zealand International Film Festival Nov



Escape to Pukeiti

2290 Carrington Road, New Plymouth

Wonder at the beauty of one of the world's biggest and most diverse rhododendron collections, uniquely nestled in rainforest.

Pukeiti has something for everyone, with free family-oriented activities, walking and running tracks for all fitness levels. The Rainforest Eatery is open seasonal hours. Please check the website for details.

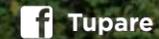
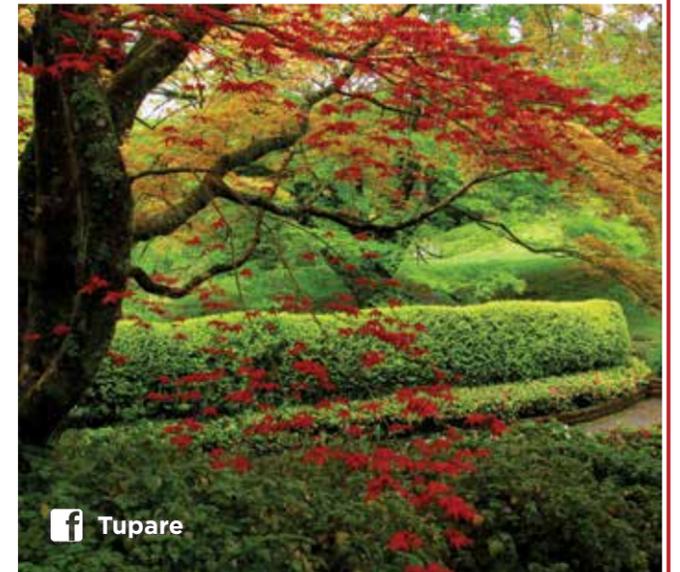


Tūpare

487 Mangorei Road, New Plymouth

Experience Tūpare's beautifully restored garden and home. Sculpted from a hillside overlooking the Waiwhakaiho River, this is a premier landscaped garden.

Carefully planted stately trees, including magnificent redwoods, set the atmosphere and framework for the property. Deciduous maples and dawn redwoods stand out as the seasons change.



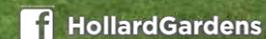
Hollard Gardens

1686 Upper Manaia Road, Kaponga

Hidden paths, old gardens, expansive open lawns, new plantings ... Hollard gardens has it all.

The gardens are informal and intimate, with a huge variety of native and exotic plants including many that are rare and endangered.

The unique playground is a great space for families.



Gardens feature a year-round events programme suitable for all ages - visit: trc.govt.nz/gardens/

Gardens are open all day, every day - free entry

DJ UPRISING

While COVID-19 made a mess of events all over the world in 2020, New Zealand's relative freedom means this country has now become a global leader in festivals and events. The world is watching on with envy as revellers from all over NZ gather for events of all shapes and sizes, with local talent taking centre stage like never before.

International acts are slowly returning, but Kiwis are discovering that we've got some incredible musicians here already. The DJ scene is a perfect example, and emerging Taranaki DJs are capitalising on this unique environment to bring their beats to some of the biggest and liveliest gigs held anywhere in the world right now.



Q&A WITH HIGH-RIZERS

High-Rizers is a group of two best mates who met while DJing in New Plymouth and quickly bonded over their shared passion for all things music. With experience in live performing and music producing, they're a multi-faceted DJ group with a rapidly growing reputation. [@highrizersofficial](#)

WHAT MADE YOU START EXPERIMENTING WITH DJING?

One of the original members of High-Rizers (Joubey) had a pair of Pioneer CDJ decks that Tama would play on in High-School, it's fair to say he was not very good. A year later, Tama started producing and making remixes to random songs as a hobby at Uni, and it all kind of escalated from there. We put a few remixes up, and they started to build some traction online. We were then approached by the nightclubs who needed DJs locally and Tyler helped mentor from there (since Tama was not good at all)

HAS YOUR MUSICAL JOURNEY HAD A DELIBERATE DIRECTION OR HAS IT EVOLVED ORGANICALLY?

A bit of both. We both wanted to start growing the brand and put in a lot of work to get it going. But we also had a huge amount of organic reach online. After our 4th remix came out, it started to grow drastically. First a couple of hundred views, then a few thousand, and then all of a sudden we hit 1 million plays after a year. Now sitting at nearly 12 million, we're pretty happy with that.

WHERE IS THE MOST MEMORABLE PLACE THAT YOU HAVE PERFORMED?

Playing locally at Purple Paddocks for their last slot at the end was a big game-changer. We definitely didn't expect to be DJing to that many people. Also, getting to share the stage at FADEOUT in April with artists like QUIX and Montell2099 was awesome and something we won't forget.

WHAT'S IN THE PIPELINES FOR YOU? ARE YOU WORKING ON ANYTHING EXCITING?

We're looking at focusing more on producing our own music and stepping away from the unofficial remixes for a little bit. We've got a few unfinished tracks sitting there, which we're excited to bring out and hopefully look at having an EP near the end of the year.

WHAT IS THE MOST USELESS TALENT THAT YOU EACH HAVE?

Tama - I can sing my name into any song
Tyler - All pets love me (especially dogs).

HOW DO YOU FEEL THE INTERNET HAS IMPACTED THE MUSIC INDUSTRY TODAY?

It's done both good and bad things. It's an awesome way for that bedroom DJ/producer who is struggling in their hometown to get exposure. It's essentially how we managed to get gigs to this day. The downside is the negativity that can arise on social media. You have to have pretty thick skin nowadays and not read too much into the very small amount of negative comments that come with putting yourself out there.

IF YOU COULD PASS ON A NUGGET OF WISDOM TO THE NEXT MUSICAL GENERATION, WHAT WOULD IT BE?

Start now, keep going, and capitalise on all your gains! We got in there a little early but had a large hiatus and focused on other areas of our lives while we were getting huge traction with our music. Getting back into it now, the skills are still there, they are just a little rusty!

WHAT IS YOUR PRE-GIG RITUAL?

Tama: A Red Bull and making fun of Tyler to calm my nerves.

Tyler: A can of Pals and a hug from Tama.

WHAT TOP 5 SONGS ARE ON REPEAT ON YOUR SPOTIFY ACCOUNT?

1. Hot - High-Rizers
2. Anything by WILL K
3. Take you Higher - Wilkinson (Montell2099 Remix)
4. Chicken Soup - Habstrakt & Skrillex
5. Dance with Me - Sidekick (Ephwurd Remix)



Q&A WITH EMWA

EMWA is a New Plymouth expat who's fast becoming one of the most recognisable DJs in the country. 'The Dubstep Princess' has lit up every major music festival in NZ with her signature sound, has her own radio show on George FM and has multiple highly anticipated releases set for 2021. [@iamemwa](#)

WHAT MADE YOU START EXPERIMENTING WITH DJING?

Growing up, becoming a DJ was always a dream. However, I didn't know anyone personally that was one. It seemed like some fairytale/unrealistic job, so I never thought of it as a career for myself. Going to Big Day Out in 2014, I saw Flosstradamus and Dillon Francis live. That was the day I could see with my own eyes what I wanted to do. I remember going back to school and annoying my friends in class, trying to learn how to DJ every day. It never really went anywhere, and I followed the traditional route of studying a 'safe' degree at university while also working as a promo girl for a music night in town. I started asking DJs around me (predominantly males) to teach me, and almost all of them said no. Fast forward one year, Paige Julia taught me to DJ in her living room. Things would have been very different if I wasn't introduced to her. I've been DJing now for almost five years and producing for two years.

WHERE IS THE MOST MEMORABLE PLACE THAT YOU HAVE PERFORMED?

Last year I had the opportunity to play at Spark Arena and the Trusts Arena on the same night, that was pretty crazy! It wasn't initially planned that way, but due to COVID, they got rescheduled to the same night. Leading up to the show, my partner Rikki and I would drive past, and my whole body would go numb, which happened for months. I couldn't believe it! It was also the first time my mum had seen me DJ, she has always been my biggest fan. It was extra special because the last time I was at Spark Arena with my mum for a concert, she asked me if I would ever play at a venue like this. We joked about it because it seemed that crazy. It was amazing bringing her backstage and showing the logistics of how it all works. I was trying to keep my nerves under control and not show her how much I was freaking out inside. After I got off stage, she told me that she cried watching me play. It was a really emotional night.

WHAT IS THE MOST USELESS TALENT THAT YOU HAVE?

Probably how good I am at Candy Crush (currently on level 2046). I can thank all the Uber drives and airplane flights for that one.

WHAT'S IN THE PIPELINES FOR YOU? ARE YOU WORKING ON ANYTHING EXCITING?

This year has lots of exciting things happening but not too many that I can announce yet. Some crazy shows and working on a lot of original music. All I can say is that I have my first track coming out on a record label later next month.

WHEN GROWING UP, WHO WAS YOUR MUSICAL INSPIRATION?

My dad always listened to a lot of rock music, so I idolised Guns N' Roses and Queen, but as I got older, I was a HUGE pop junkie for Miley Cyrus. Looking back, I think I just loved how they all were unapologetically themselves.

IF YOU COULD PICK ANY ARTIST, DEAD OR ALIVE, WHO WOULD YOU LOVE TO COLLABORATE WITH? AND WHY?

I think this is the hardest question on this list. Picking one is like me trying to tell you my all-time favourite song. I feel like my answer for this question will change depending on what I'm going through, but right now, I would say the Notorious B.I.G. He died at the age of 24, which is the age I am right now but left such a huge legacy and in my opinion is unmatched. He was an incredible lyricist and always told a story. I would love to pick his brain.

IF YOU COULD PASS ON A NUGGET OF WISDOM TO THE NEXT MUSICAL GENERATION, WHAT WOULD IT BE?

Perform your music, and not just play it. Remember what you're doing and why you're doing it. Don't sell out and give in to the popular genre at the time. Stick to the music you love and don't worry about anything else.

WHAT TOP 5 SONGS ARE ON REPEAT ON YOUR SPOTIFY ACCOUNT?

1. Hollywood's Bleeding - Post Malone
2. Address It - LPB Poody
3. Karma - MOD SUN
4. Mariners Apartment Complex - Lana Del Rey
5. Angels Like You - Miley Cyrus



SPCA New Plymouth Centre
Manager Katrina Bowditch with
some puppies needing new homes

FIND THE PURR-FECT WAY TO HELP

Words by Rose Cawley | Photos by Ryan Polei

You can adopt an animal but providing a forever home isn't the only way to help. Right now, the SPCA New Plymouth Centre needs more foster homes. We sat down and chatted with the centre manager to find out the paw-sibilities.

This year 272 animals have already been adopted from the SPCA New Plymouth Centre. That's about 2 animals finding a forever home every single day.

Last year, the centre rehomed 681 animals - from puppies to miniature horses, and everything in between. Centre Manager Katrina Bowditch says this year they've also had an extra long kitten season. Volunteer foster parents help ease the burden on the centre by providing a temporary home for the kittens, she says.

"I've got a really wonderful team here - we're all just a little bit burnt out at the moment. Most fosterers can have them for a month. I mean, we're even grateful if someone takes them for a week, because that just reduces the workload on the centre." She says they get a lot of timid kittens so being in a foster family first helps them

get adopted. "When they're fostered the animals are in a home where they can be socialised and spend some time in a family atmosphere so that when they go out for adoption they're ready for their new homes."

The transformation is incredible to witness and really fulfilling for the foster family. "When I pick them up they're big chunky, porky-looking kittens which they weren't when they first went there," she says.

"They've turned them from these tiny, little, timid things into kittens that are ready to be adopted to their forever homes. They've helped give them that second chance." She says it can be hard on foster parents to say goodbye. "You get the ones that will foster a litter of kittens, and they bring them back to the centre and say, 'Oh, I'm actually going to adopt that one'. So we call that foster fail."

HOW TO START FOSTERING KITTENS



ONE

Fill out the SPCA application form.

TWO

Complete a quick follow-up phone interview with our foster team.

THREE

Attend an information session at our centre.

FOUR

Pick up your foster kittens and required supplies.



FIVE

We'll give you food, bedding, toys, medicine and anything else it needs - some animals may also need a follow-up vet appointment.



SIX

Give your foster kittens your love, care and patience, and introduce them to a real home life experience, rules and boundaries.



SEVEN

Return the animal back to the SPCA Centre... or you can adopt!



A KITTEN PURRR-HAPS?

Lee and Thomas Emmerson adopted their cat CJ from the SPCA and felt fostering kittens was a natural fit.

Lee says it was something they could fit in with their current lifestyle and it would still make a big impact on their furry friends. “I know that the SPCA is inundated with kittens. And, we don’t have children, we don’t have dogs - we’ve just kind of got the household for it.”

She says the SPCA matches the animals needs to each home. “We do work full days so we couldn’t really take on any kittens that needed bottle feeding or anything. They were fine with that. They’re just grateful for what you can give.”

Thomas says there really isn’t any drawback to doing it. “It doesn’t cost you anything - the SPCA supplies all the food, all the litter, everything you need. So all it costs you is really the time and the space.”

“I think it’s like anything, if you want to do something then you’ll find a reason to do it, if you don’t want to you’ll find an excuse. Truly though, the hardest bit is giving them back.”

OR, A FUR-EVER HOME

Jessica Nepia adopted Luna last year just before Christmas. It’s taken no time for the happy pooch to settle in.

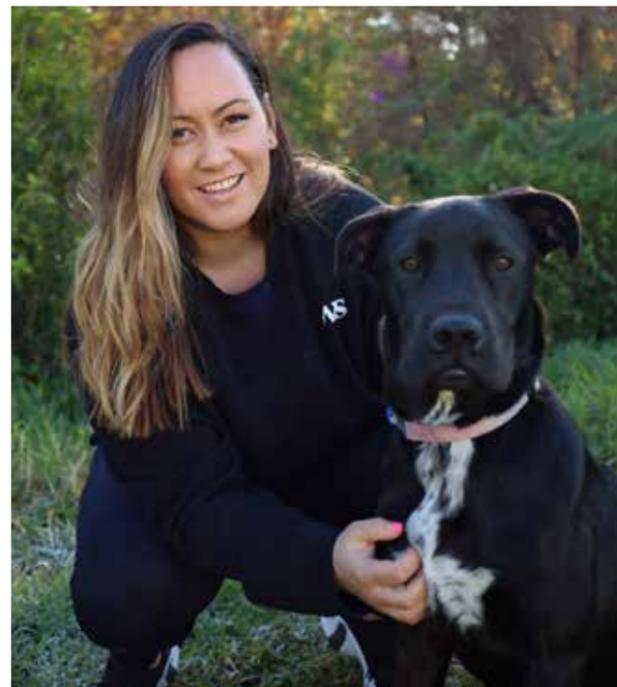
“When we got her she was about 3-4 months old because when she was found by SPCA her and her siblings were very malnourished and scared so they had to be rehabilitated.”

She says adopting a dog has always been on her bucket-list. “We used to own a purebred dog. We got him from a local breeder and had him for 7 years.”

“After him we always knew we wanted to adopt a dog (when we were ready) that maybe needed another chance.”

Jessica says if you feel like you are up for the challenge, do it. It’s incredibly rewarding.

“Just knowing that these animals will love you probably more than you ever will as you will be the one giving them that family that they need.”



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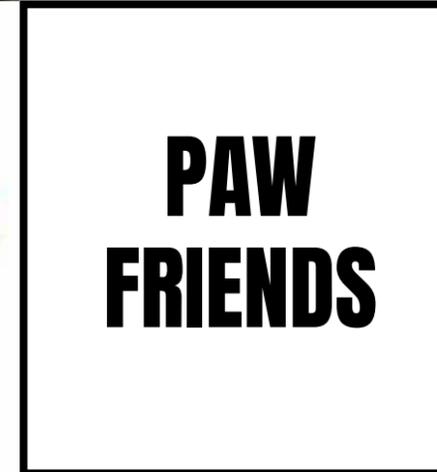
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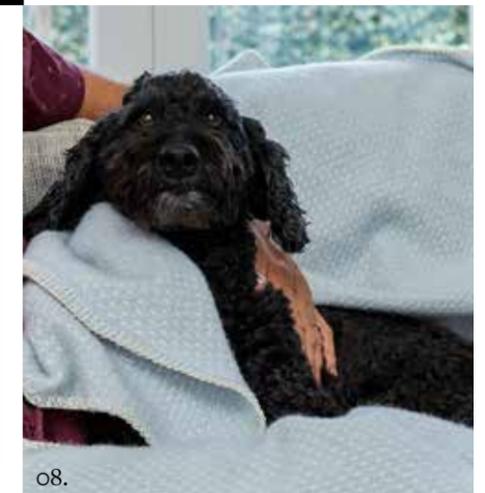
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1. Winter Tweed Woollen Walking Coat \$65 from Mrs Soft Top | 2. Meow Lamb & Salmon 50g \$9.99 from Pet Essentials | 3. Digital Cat Portrait \$40 from Pickles Pawtraits | 4. Golden Leopard Kaye Nine Signature Dog Collar \$105 from Kaye Nine | 5. Elroy Catnip Toy \$15 from Animal Outfitters | 6. Teal Pet Bed \$495 from Bianca Lorenne | 7. Furminator Grooming Rake \$119 from Animates | 8. NZ Pure Wool Pet Blankets \$70 from Life of Riley

If you’re interested in adopting or fostering an animal, contact the SPCA by visiting:
75 Colson Road, Waiwhakaiho, New Plymouth | 06 758 2053 | @spca.new.plymouth | Open 7 days a week

RISING SPORTS STARS

To Watch!



www.sporttaranaki.org.nz

Words by Sport Taranaki

Balancing life, education and sporting commitments can be a juggle and these six young athletes from Taranaki have shown there are plenty of ways to succeed in sport.



HOLLY PEARSON

Former Sacred Heart Girls' College student Holly Pearson debuted for the Black Sticks in 2019 and is now among a clutch of Taranaki players at the highest level of New Zealand hockey. With 19 caps to her name, Holly aspires to gain more international experience in the future and hopes her national recognition shows others that it is possible to pursue national honours from outside the biggest cities.



JACOB RATUMAITAVUKI-KNEEPKENS

Whether winning the Ranfurly Shield with Taranaki, testing himself with National Rugby League clubs or turning out for the New Zealand Rugby Sevens, it seems 19-year-old Jacob Ratumaitavuki-Kneepkens has always been moving fast. Jacob played three seasons for Francis Douglas Memorial College, and after being spotted by league scouts, tried his hand playing in an Under 18 competition in Sydney before returning home to the 15-man code. Before leaving school he landed contracts with the New Zealand Sevens Team and Taranaki. Last year, Jacob played in Taranaki's Ranfurly Shield win in just his second game at NPC level. He was recently named in the NZ U20 squad and is part of the Blues Super Rugby team.



JOE COLLINS

Joe Collins is making waves across the Tasman in the ultra-competitive Nutri-Grain IronMan series. The 18-year-old, who came through the ranks at Fitzroy Surf Life Saving Club, recently placed third in the 2021 series, the best finish ever for both a rookie and a New Zealander. In April he won the U19 male ironman final at the Aussies 21 – the Australian National Champs. This makes him the first New Zealander to win an Australian national ironman title. The ex-New Plymouth Boys' High School student juggles his training schedule while studying towards a commerce and finance degree at Bond University on the Gold Coast.



MORGAN HAAKMA

Morgan Haakma's passion for wakeboarding has taken her far. The former Sacred Heart Girls' College student got into the high-octane sport as a 10-year-old and never looked back. She just graduated with a Masters in Health, Sport and Human Performance from the University of Waikato after balancing her studies with representing New Zealand in world wakeboarding championships. Wakeboarding has taken her to far flung places including Saudi Arabia, Orlando, Mexico, North Carolina Toronto, and Abu Dhabi. She also enjoys sharing her love of the sport as a coach, both in New Zealand and internationally and is the director of her own wakeboarding school in New Zealand called Shreddy NZ.



PARRIS MASON

She left school last year, but now Parris Mason is on a different kind of learning curve as part of the champion Central Pulse netball side. The 18-year-old, who attended New Plymouth Girls' High School until 2018, is an awesome cross-code performer, earning national honours in touch and basketball as well as netball. Parris is interested in pursuing a teaching career off the court and will look at picking up further studies later this year.



ZAC REID

Zac Reid's hard work in the pool is on the verge of an Olympic payoff. The 21-year-old New Plymouth swimmer qualified for the NZ Olympic Team in the 800m freestyle and is training hard ahead of the Tokyo event. While training between 50-60 kilometres weekly Zac has been coping with the COVID-19 uncertainty hanging over the event, which was postponed from 2020. When not in the pool, Zac enjoys getting down to the beach in summer. He clearly enjoys saltwater competition as well, becoming the first person to win New Plymouth's famous annual ocean swim, the Flannagan Cup, for the fourth time earlier this year.

A smorgasbord of Taranaki sporting success will be on show at the Taranaki Sports Awards hosted by Sport Taranaki at The Devon Hotel on 9 July 2021. Conrad Smith is the guest speaker. Tickets for the evening are available on Eventfinda.



Pre-model production model shown. Cars and accessories may differ from final New Zealand specifications.



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For Every **Body** that Moves



THE WELLNESS PROJECT

Celebrating 5 years in the business of wellbeing

When my husband and I opened the Studio in 2016 I was still a practicing Pharmacist. Everyday dealings in the healthcare sector had left me feeling deeply fatigued and confronted by just how commonplace anxiety, depression and chronic pain were in society. There was clearly a link between our modern lives and the health issues we were facing.

The Wellness Project was born as a 'side project' to foster wellbeing through movement, mindfulness and meditation. It was also an opportunity for me to find more balance by pursuing my passion for teaching Yoga. But after leaving my pharmacy career in 2017 the Studio has since been the recipient of my love and devotion. Five years on, I could never have imagined the impact this business would have on my own life and that of so many others.

It has been interesting to watch The Wellness Project's client base evolve. As the needs of students shift, we are challenged to do the same. The teaching team has expanded, and with it, each new member has brought a

different experience and uniqueness to the Studio. I am delighted that every student, regardless of age or ability, can find a voice that resonates with them and a style of Yoga to suit their needs. The Studio now provides over 20 classes each week. Whether clients seek strength and stability, freedom and flexibility or rest and relaxation, they will find a class to support their journey. Beginners sessions are available without any need for term commitments, and the variety of schedule options means everyone can find a time to practice around work and personal commitments.

As the business has grown, the passage of my life has changed and so too has my personal practice. Becoming

a Mother has shifted my focus and since the arrival of my own babies I have found a real passion for facilitating Pre and Postnatal Yoga and empowered birthing education. In 2020, I completed my training as a HypnoBirthing™ Practitioner and The Wellness Project now offers the 5 week Mongan Method of HypnoBirthing™ throughout the year. These courses contribute to the extensive Yoga and Mindfulness offerings and give support to the Studio's clients as they move through the different seasons of life.

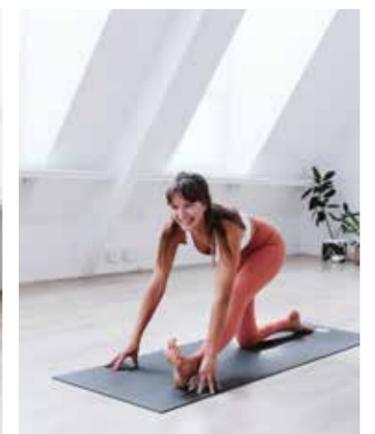
Last year, when the nationwide lockdown was announced I, myself, was 9 week's pregnant. On one hand I was relieved for such swift action to prioritize New Zealand's safety and on the other I was incredibly worried about what lay ahead for The Wellness Project. Social distancing doesn't bode well for a business founded on physical presence. But as they say, within every challenge lies an opportunity. COVID-19 gave me the time I needed to develop the Studio's Online Class Platform and the Virtual Studio has received overwhelming support from clients.

The Wellness Project is now running a dual system, with physical classes in Studio and the continuation of a growing streaming platform. April saw the launch of the Studio's very own Mobile App which enables students to book and cancel classes, register for courses and workshops, and stream Yoga and Meditation on demand. The online classes and courses provide an accessible gateway for students wishing to practice from home or outside of traditional class times.

Post lockdown the Studio is thriving. There is a growing appetite for in person classes as well as online options. More and more people are choosing to practice Yoga and meditation as a way of self-care. Coronavirus has forced us to reflect on what is really important in our lives. It brought to light the value of our health and reminded us just how essential human interaction is to our mental wellbeing. Being apart has reaffirmed the joy we find in being together and the uncertainty created by the global pandemic has made our mindfulness practice more relevant than ever before.

Through the continued growth and evolution of The Wellness Project, I have learnt that true and tangible connections come when we are in community with others. I am truly grateful to all our students, past and present, for their choice to make themselves a priority. And I am in debt to the beautiful teachers who grace the Studio with their presence each week. It excites me greatly to look ahead, as slowly but surely a mindful way of life becomes more mainstream. No longer do we hold limiting beliefs around Yoga and meditation but instead a healthy curiosity of how these ancient practices can bring new meaning to our modern life.

Words by Zara Thame



The Wellness Project App is available for download on Apple and Android. You can learn more about the classes, courses and workshops on offer by visiting www.wellnessproject.co.nz or emailing hello@wellnessproject.co.nz

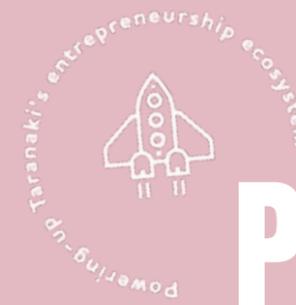
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The PowerUp podcast series celebrates the region's entrepreneurs and innovators who are leaving their mark on the world, while living the famous Taranaki lifestyle. Each episode features a prominent local entrepreneur, who share their successes, ah-ha moments and celebrated wins, as well as their struggles and behind the scenes failures. This series illustrates the thriving business environment within Taranaki by telling the stories of everyday people who've been able to achieve remarkable things. Listen now!

The Venture Taranaki PowerUp podcast is available on Apple Podcasts, Spotify, Castbox and wherever you go to get your podcasts.

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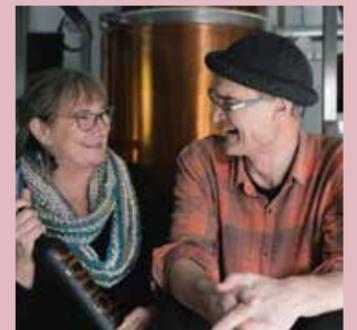
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Makeup Artist and Content Creator

FLIPPIN' BURGERS LIKE A BOSS!

Words by Jenna Houghton | Photos by Aimee Kelly



The framing was up, and recruitment had begun for New Plymouth's third McDonald's site when the country went into lockdown. It was a scary time for franchisee Lauren McAuslin who felt a weight of responsibility for the 145 staff already employed at the city's two long-running restaurants.

"I never, ever thought I would shut the doors to a store. That was a really odd moment. When we closed, my four senior managers and I actually went outside and watched the lights get turned off," the owner-operator says. Lauren became the local franchisee in 2018, moving from Blenheim to Taranaki with little knowledge of the area and just two friends from university, found via Facebook. It was a jump in the deep end, but one she was willing to make.

"Getting comfortable with being uncomfortable" is something the businesswoman believes in and advice she imparts on others, most recently the Taranaki Young Professionals at a Wāhine in Business panel discussion. "If there's an opportunity, take it. You only get so many in life and you never know when the next one is going to come along. For me, coming to Taranaki was pretty scary. To be really honest, I didn't even know where Taranaki was when I got asked to move here, so the first thing I did was Google it. I spent about four days up here and went, okay, we'll make this work."

"I think if you wait to feel comfortable before you do something, you'll probably miss the biggest opportunities you have. Sometimes you've just got to take a risk." The returns on Lauren's risk have continued to roll in. Earlier this year, she was awarded New Zealand Franchisee of the Year, a long-time personal goal she credits her team for helping her to achieve. Lauren was also elected to the marketing executive board with just four of the country's 52 fellow franchisees.

"It's always nice to know that others have that respect and trust in you and that they'll choose you to represent them. That was definitely a highlight. I think your peer approval is never something you take for granted."

The executive team convene a few times a year to sample each new menu item and strategize with head office over decisions like transitioning to paper straws or free-range eggs, something that took over five years because McDonald's New Zealand had to first help Kiwi suppliers transition their farms to free-range.

Becoming a franchisee involved training across all aspects of the business through a management program that spanned nearly three years. Lauren had prior experience, having taken over the Blenheim franchise her parents owned and operated when her father fell ill during her final year of Law and Management studies at Otago University.

People are at the core of both Lauren's business philosophy and McDonald's. The supportive and collaborative environment is what makes the global brand a dream to work for, and what has brought Lauren and her team so much success.

“*I think it's as much all of my team as it is me. There's nothing I can do without them. As an owner-operator I'm in there on the floor. You genuinely care about what's happening and want it to be the best it can be. You build relationships with your staff and you want them to achieve and succeed.*”



Lauren McAuslin at Bell Block McDonald's



Staff members have taken home numerous accolades, including one Ray Kroc award, given to the top one per cent of restaurant managers across the globe.

“Some of the most satisfying goals you can achieve aren’t actually personal ones, but what you can help others to achieve once you’re in a leadership role. I’d love to have a staff member become a franchisee. That would be very cool.”

In September, the golden arches at Bell Block were finally lit and the store experienced one of the busiest opening weeks in New Zealand’s recent history. Opening night also marked the 25th anniversary of the opening of her parents’ franchise in Blenheim. It capped off an eventful and worrying few months, but when the country came out of Level 4, Kiwis showed up for local businesses.

“Coming in on opening morning and seeing a line of 40 cars, my shoulders relaxed a little and I thought okay, we might be alright.”

GO TO MACCAs MEAL

Chicken nuggets with sweet and sour sauce. No question about it, probably going to be lunch today!

LAST TIME YOU FLIPPED A BURGER

I just had the weekend off, so probably last Thursday. But I probably will again tonight.

IF YOU WERE TO CHOOSE ANOTHER CAREER, WHAT WOULD IT BE

I actually thought about that not that long ago and I don’t think I’d change it. I love the freedom that I get with having my own business, in terms of being able to arrange my days, and I love the support I get from head office and other franchisees, being within a franchise model. I really like all of the staff I work with, particularly that it’s a predominantly young business and it’s a business that a lot of people are really passionate about.

At high school I would have told you it was to be a travel TV presenter so I could travel around the world and get paid for it, but I’ve had pretty cool travel opportunities with Maccas, so kind of getting the best of both worlds.



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Business success requires having the right advice and support. The difference between a good business and an award-winning business is how they take advice and implement their plans.

The dynamic and innovative team at New Wave Ultrasound understand the importance of having their BDO advisers on their “team”. Brooke Kemsley at BDO Taranaki supported client New Wave Ultrasound to develop the essential tools that all successful businesses need.

“*Entering the business awards was a fantastic opportunity to take stock of our business. As first-time business owners, it has been a steep learning curve, which has been made easier to navigate with the help and support of BDO. Encouragement from the BDO team has been an integral part of the growth and success of our business, which was recognised at the TSB Business Excellence Awards.*”

Kimberley Robinson – New Wave Ultrasound

New Wave Ultrasound won both New and Emerging Business Excellence and Technology Excellence categories in the 2020 TSB Taranaki Chamber of Commerce Business Excellence Awards – 2021 entries open soon.

Contact Brooke Kemsley at BDO Taranaki to discuss how we can help your business achieve “award-winning” potential.

brooke.kemsley@bdo.co.nz
06 759 9034



Pictured; BDO Taranaki Business Adviser Brooke Kemsley joined by New Wave Ultrasound business owners Louise Easton, Emma Wykes & Kimberley Robinson. Centre; Principal Gaylene Findlay & Brooke Kemsley

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TOP 10 TIPS FOR MOVING TO TARANAKI

Words by Taranaki Young Professionals

Taranaki is a region unlike any other. With sea views in one direction and the iconic mountain in the other, not to mention some of the best surf spots in the country, as well as unmissable events and art exhibits. There really is something for everyone in this North Island hideaway.

Moving to any new location is tricky. While larger cities are geared towards a revolving door of newcomers and transient travellers, the provinces are less equipped to share their hidden gems with new arrivals.

No matter whether you're moving to Taranaki, having never been before or coming back home after many years away, here are a few tips to help you get more familiar with this ever-evolving region.



Photo By Jeremy Beckers

1. EXPLORE

You learn a lot about a new place by getting out there and seeing it. Take a trip up the Pouakai Tarns, a walk around Barret Domain and Pukekura Park, or a bike ride across the coastal walkway. Get out there and see the place for yourself!

2. BE INFLUENCED

Not sure where the best spots are yet? Jump on Instagram and Facebook to follow pages like @hello_np and @itsamood_mag to see what's trending nearby! Here you'll get updates on new spots that open up as well as upcoming events happening in the region.

3. TASTE TARANAKI

Take your tastebuds on a tour by visiting the local cafes and eateries. From Snug Lounge to Social Kitchen, Little Liberty Creamery, Knead Donuts and Gamma Rays, there are dozens of small independent eateries for you to savour.

4. BREATHTAKING BARS

Grabbing a well-earned wine at the end of the day is easy with Itch Wine Bar, The Hour Glass, or Vin Bar nearby! Wine not your thing? Visit local brewhouses Shining Peak and Mike's Brewery for a cold one instead.

5. JOIN A SPORTS TEAM

Joining a sports team unlocks a bunch of social events while also staying active. There's a sport for everyone from indoor netball, touch rugby, soccer, beach volleyball, and more. Check out Sport Taranaki's website for a list of the local clubs you can get involved with.

6. ORGANISED GROUPS

Sports not your idea of a good time? Organised networking groups are a great alternative. Often a way to meet like-minded people in a social setting, networking groups like Taranaki Young Professionals or BNI chapters host a range of professional and social events with the purpose of fostering new friendships!

7. FILL YOUR CALENDAR

There are hundreds of events in Taranaki across the year. Ensure you don't miss out by jumping onto Visit Taranaki's website, where you'll find a list of upcoming concerts, exhibitions and festivals in the region.

8. CULTURE

For those with an appreciation for the arts, the Len Lye Centre and Govett-Brewster Art Gallery is a must explore but so are pop-up exhibitions by Jordan Barnes and Milarky. The Taranaki Arts Trail is a great way to see the work of local artists from across the region while taking a road trip at the same time!

9. LIKE A LOCAL

Discovering the local history is easy with the Puke Ariki Museum or if you want to get out there and see the region in a game format, take up Geocaching! Locals have hidden secret boxes all over the region, some in historically significant spots. Get out there and find them all.

10. REGIONAL ROADIE

The final tip is to complete a tour of Taranaki! A drive around the mountain takes you through each of the towns that make up this amazing province. Check out the Glockenspiel Clock Tower in Stratford, the Cape Egmont Lighthouse, the Opunake Clifftop Gardens, the Tawhiti Miniature Museum near Hawera, visit the Eltham Cheese Bar, and so much more.

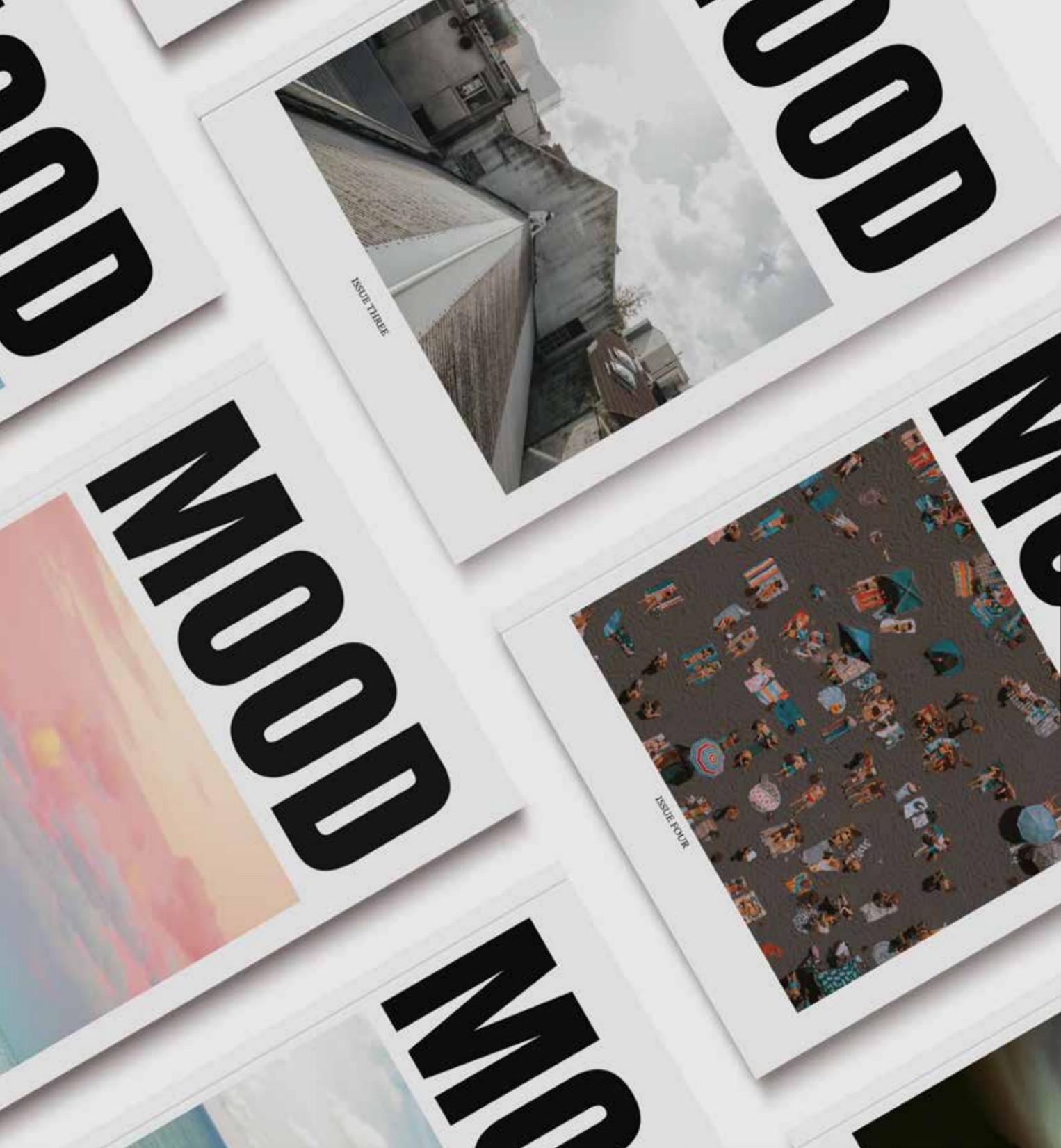


JOIN TARANAKI'S NETWORKING ORGANISATION FOR YOUNG PROFESSIONALS

We host a variety of business and social events around Taranaki throughout the year - it's a great way to meet new people, experience different parts of Taranaki and find inspiration from successful local professionals.

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POWERFUL HABITS TO MASTER FOR A SUCCESSFUL BRAND

Words by Shay Starrenburg - Idyllic

Your brand is more than just your logo; it's the overall perception of your business. Essentially, it's your reputation! It's the communication and connection that your brand makes with your potential customers at every single touchpoint.

I've put together five focus areas you can implement right away to help elevate your brand and grow your business.

1. GETTING ALL UP AND PERSONAL WITH YOUR CUSTOMERS

Who are your customers? Too often, we hear the response, "everyone could be my customer". Yes, I'm sure they could, but who are your primary customers? If we target everybody, we end up with generic content/advertising to please everybody, resulting in essentially not exciting anyone.

Example of how this can benefit you:

- You are a Physio business that wants to advertise on Facebook. Instead of creating one blanket campaign, you can create a series of adverts that uniquely talk to each target audience based on assumptions of what they are after.
- You create one ad for an older demographic talking about reducing aches and pains, another targeting an active rugby player about repairing an injury and finally, to a pregnant woman about reducing back pain.

By understanding their problem and offering a solution, you create content that is much more likely to connect with your audience.

2. HUMANISE YOUR BRAND

Think of talking to your customers as you would a friend. When you talk to your audience like friends, you begin to build a virtual connection with them. Connections foster relationships, and relationships build trust. When people

trust a brand, they become fiercely loyal, and we all want customers who fit into this category.

How is this achieved? Well, a few ways:

- Your tone of voice. Please stop talking in the third person; you're not Morgan Freeman; narrating your business is unnecessary. Instead, use words like "I" or "we".
- Have a strong understanding of your purpose, your "What", "Why" and "How". What is the customer's problem? Why should they choose you? How are you going to fix their problem?
- Serve, serve, serve, then sell. You need to give away snippets of your valuable knowledge to build trust before you can expect people to buy from you.
- Show up. Show the people behind the brand, show what makes you unique, show the team's culture, show that you are real-life humans who care about their customers and are so much more than just a business.

3. IT'S TIME TO UPGRADE THOSE OLD STOCK PHOTOS

Do your photos align with your brand? Or are you still using cheesy stock photos? Your photos, just like any graphic elements, should also be "on brand".

I highly recommend either a professional for capturing quality photos for batch shooting content for your website and socials or up-skilling on taking quality photos with your phone and how to edit/filter them consistently.

4. GET RECOGNISED FOR YOUR BRAND PERSONALITY

We know now that our brands are not just the logo slapped on the front of your building. Your brand should spark a feeling, an awareness and a connection to your company. You should sprinkle your branding like fairy dust through everything that you do, making you instantly recognisable.

How? You can achieve this with the tone of your voice, the colours, fonts, patterns and imagery style you use. Your brand style will be present in the newsletters you send, your website design, your social posts, everything.

It takes an average of 7 points of contact before a potential customer will reach out. Your branding is the tool you are using to build a relationship during this courting process. Consistency is key.

5. PUT THE PROOF IN THE PUDDING

Who better to sing your praises than your existing customers? The best way to get new work is to do a flippin' fantastic job, go the extra mile for your existing clients and let them rave about how amazing you are. Social proof via reviews, testimonials and word of mouth is the most effective marketing of all.

Get active in encouraging this. Offer treats for people who give you referrals, encourage previous customers to take pictures for social media, offer discount codes for reviews on your Facebook/Google page. Celebrate these customers so they can celebrate you!

In conclusion, branding can be a fuzzy concept. It can seem complicated to grasp and even more difficult to manage day-to-day. Branding revolves around perception, purpose, and promises; put in the effort now and convert your audience into happy and excited customers.

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LOCAL *start-ups* TO WATCH

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Neat is a small-scale local manufacturer of skincare, perfume and supplements - developed right here in Taranaki using only quality ingredients to craft their unique products! Their range is vast with over 30 different products, plus over 45 incredible scents to choose from - they have something 'Neat' for everyone!



Iwi-owned from South Taranaki, Kaitahi smoothie drops are pre-blended smoothies packed with natural goodness that are then snap frozen into droplets. Just pop the drops into a shaker, add liquid, shake, and enjoy delicious and nutritious smoothies. No-fuss, no blender, no mess!



In a world where the streets are lined with vanilla houses, and countless client tales of build experiences that were far from enjoyable, Level Build dares to be different. Their passion? Crafting custom homes that, like you, stand out.



Since its inception less than a year ago, the flight school has grown to over 65 students and 4 aircrafts. Their instructors are an experienced team with varying backgrounds meaning that the students learn from real-world experience. Fly for fun, do it for a job, do it upside down or do it in formation, day or night. Help reach your goals in a fun and social atmosphere.



Toret-Cucina Italiana is an authentic Italian Restaurant aiming to create a bond between Italian and New Zealand products. They focus on the seasonality of the ingredients, sourcing the best food available locally and New Zealand wide.



Woven Collective is a couple owned home furniture and online decor store inspired by the Marcel Breuer iconic 'Cesca Chair'. Combining recycled rimu and plywood with a love for structure and shapes, Woven will make for talking pieces in your home.



Want to feature in the next issue? Make sure to tag us #HelloNP @hellonp #itsamoodnz



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IDK WHO NEEDS TO HEAR THIS
BUT JUST EAT THE WHOLE BAG

LEMON & MINT MEATBALLS WITH TOMATO SAUCE

Recipe & Photos by Emma Boyd

Flavoured with mint, lemon and parmesan, these meatballs are the ultimate comfort food. The addition of a cinnamon stick to the tomato sauce lends a warmth and depth to the dish that makes it perfect for these cold winter evenings. If you've never made pasta before, give it a go, it takes this dish to the next level.

Sauce

1 tablespoon olive oil
1 small onion, finely chopped
1 clove garlic, minced
1 stick cinnamon
2 tins chopped tomatoes
1 teaspoon sugar
½ teaspoon sea salt

Meatballs

500g prime mince
1 onion, finely chopped
1 clove garlic, minced
½ teaspoon sea salt
1 egg
¼ cup mint
¼ cup parsley
½ cup breadcrumbs
zest 1 large lemon
40g parmesan cheese, finely grated
2 tablespoons olive oil

Heat the olive oil in a heavy-bottomed pot and saute the onion and garlic until translucent. Add the cinnamon stick and fry for a minute or so before adding the tomatoes, sugar and salt. Bring to the boil then reduce the heat and simmer gently for 30 minutes, stirring from time-to-time to make sure it doesn't stick to the bottom of the pot.

While the sauce cooks, make the meatballs. Pre-heat the oven to 160°C. Put all the meatball ingredients, apart from the olive oil, into a bowl. Using clean hands mix well to combine then roll the meatballs into rounds a little smaller than a golf ball, putting them on a clean plate as you go. Heat the olive oil in a heavy-bottomed oven-proof pot that has a lid. Put about half of the meatballs into the pot and over a medium-high heat, brown them on all sides. Remove from the pot and do the same with the remaining meatballs. Add the first batch of meatballs back into the pot and pour over the tomato sauce, including the cinnamon stick. Put on the lid, put in the oven and cook for 40 minutes. Once cooked, remove from the oven and serve over fresh pasta or polenta. Garnish with parsley and parmesan cheese.



THE SOMMELIER

Words by Jenna Houghton | Photos by Aimee Kelly

Hawera couldn't be further from Paris. No one knows this better than Frenchman Kevin Digonnet, a wine expert who has been in Taranaki for 18 months; a year longer than planned.

When the world went into lockdown, Kevin forewent the rest of his O.E. and stayed in New Zealand. He had a job with Heimo & Renate Staudinger at the Stony River Hotel, and when the restaurateurs opened the new Upside Down Eatery in Hawera, Kevin joined them in their new venture as Manager.

It's worlds apart from his former job at the Michelin starred Le Baudelaire in Paris, where he managed the cellar, building it from 220 to 725 styles of wine. A coveted job of Head Sommelier in the hustle and bustle of one of Europe's most travelled and culinary cities.

An inhouse sommelier designs the wine list, stocks the cellar, and pairs wines with meals, often multi-course degustations, created by the chef. It's a title earned through dedicated study and practice, though the foundation is a passion for wine.

"When I started my first restaurant job, people would ask 'what do you recommend for the wine?' I would say 'I don't know' one time, two times, but I don't like it when I can't answer, so I decided to go back to school for wine," Kevin says.

"It's very important, you can put wine down at a table and say 'yes it's good wine', but you need to understand why. You can come to understand why the first people made a particular wine in a particular place and why they used a certain grape."

In New Zealand, wine enthusiasts can undertake certification and advanced training to become a sommelier and can try for the prestigious title of Master Sommelier through the international Court of Master Sommeliers (CMS). It's a gruelling examination held in the UK or USA, that fewer than 300 people have passed since the Court's inception in 1969. Cameron Douglas MS is the only New Zealander to have earned the badge.

“*Wine is very hard. You can know with the colour, maybe what grape. What grape you can know what country. Within the country you have the different grapes and maybe you can know approximately what wine. But after you smell and taste, you can determine, okay, it's fruity, it's dry, it's sweet, it's spicy, and you can come to know what wine. But you have to have a good nose and memory, and you have to practice.*”

With practice, Kevin has also improved his English, from basic greetings to fluent conversation. Learning English was one of his motivations for embarking on his O.E. and while there are Facebook groups for French nationals abroad, Kevin has immersed himself in the local community, making friends and living with a Kiwi family in Hawera.

Right now, France is still in the throes of the pandemic and Kevin considers himself lucky to be here. He spends his days off in the car, often driving three or more hours to visit a new corner of New Zealand, dining at restaurants and making his own pairings of local wine and food. He also enjoys the walking tracks, beaches, and coffee spots around Taranaki.

"Life is very different but it's not too bad. It's quiet but I have time for myself and it's been good for me to have a small break, and it's been good because I don't speak French, now I speak English...One year is short but soon I will be able to say, 'yes, I've lived in New Zealand for two or more years'".



KEVIN'S TOP 10 WINE PICKS

Champagne Barons de Rothschild
Champagne Joseph Perrier

Burgundy

Chapeau de pommard
Domaine François Gaunoux
Domaine de l'argot

Rhone Valley

Domaine Stéphane Montez
Domaine Jaboulet
Domaine Georges Vernay
Domaine Christophe Blanc
Château d'Or et de Gueules

MOOD GO-TO ORDER

Let us order for you!
Here are our go-to choices from some of our favourite establishments, tried and tested by the MOOD team.
Who's hungry?

BREAKFAST



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@thebackyardcafenp



MONICA'S EATERY
Creamy Mushrooms, baby Spinach,
Sourdough, house Pickles, Sprouts
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@elixircafenp

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Nachos
@frederics34



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Crispy Battered Chicken Breast
Burger in a Bowl
@arborio_np



THE REEF COFFEE & SUSHI BAR
Cauliflower Rice Sushi
@thereefcoffeeandsushibar

DINNER



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Tortelloni Kumara E Caprino
@toret.cucina.italiana



THE HOUR GLASS
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@thehourglass_np



SOCIAL KITCHEN
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Polenta Fries & Gnocchi
@social_kitchen

DRINKS



ITCH WINE BAR
Boathouse Vino Rosso by
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newplymouthnz.com/BRINGIT



NPDC

ENJOY GREAT LOCAL COFFEE WITHOUT THE WASTE

Words by Sustainable Taranaki

Drinking coffee is an incredibly habitual experience, and there's no denying New Zealand's vibrant cafe culture. But could this reward in our routines use some refining?

It may seem harmless to use a compostable takeaway cup, but when organic matter ends up in landfill, it emits methane and CO2 and creates leachate, a liquid by-product that can leak into our waterways. Each year, three million single-use cups go to landfill in Taranaki. The numbers are stacking up each time a cup is cast into the bin, so here are some tips when preparing for your indulgence.

Find a reusable cup that matches your lifestyle and choose a size that fits your choice of beverage. There are ceramic,

stainless steel, glass, clay, stoneware, BPA-free plastic, and collapsible silicone cups. The options are endless, and we recommend picking one or two that fit your routine. Then treat your cup like your reusable shopping bags. Have them in your car, your work bag, your office desk and keep in mind: keys, phone, money, cup! Besides benefiting the environment, bringing your own cup also helps local businesses.

Support the cafes that are part of the Bring It! Campaign, drink responsibly, and enjoy your guilt-free moment.

Find the 50+ cafes that give you a discount when you bring your own cup or have cups to borrow at newplymouthnz.com/BringIt

Learn more by visiting www.sustainabletaranaki.org.nz

BRING IT! TO THESE LOCAL CAFE'S



CHAOS

Coffee Beans - Havana Coffee Works

Where - 36 Brougham Street, New Plymouth CBD
[@chaoscafenp](https://www.chaoscafe.co.nz) | www.chaoscafe.co.nz



JETCHARM

Coffee Beans - Escape Coffee

Where - 32 Egmont Street, New Plymouth CBD
[@jetcharm_barbershop](https://www.jetcharmbarbershop.co.nz) | www.jetcharmbarbershop.co.nz



FEDERAL STORE

Coffee Beans - Federal Blend by Ozone Coffee Roasters

Where - 440 Devon Street, Strandon, New Plymouth
[@thefederalstore](https://www.thefederalstore.com) | www.thefederalstore.com



PROOF & STOCK COFFEE ROASTERY AND STORE

Coffee Beans - Proof & Stock

Where - 40 Cutfield Road, New Plymouth
[@proofandstockcoffee](https://www.proofandstockcoffee.com) | www.proofandstock.com



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PEAR & GINGER CLAFOUTIS

Recipe & photography by Emma Boyd

This classic French dessert is simple yet elegant and is easily adapted to suit the seasons. This wintry variation makes the most of pears which, spiked with ginger, marry beautifully with the silky, custard-like base of the clafoutis. Serve with a generous sprinkle of icing sugar and lashings of cream or vanilla ice-cream.

Ingredients

- 30g + 1 tablespoon butter
- 1 teaspoon vanilla bean paste or extract
- 2 eggs
- 4 tablespoons sugar
- 1 ¼ cups milk
- 75g/1/2 cup flour
- ½ teaspoon ginger
- 2 large pears
- Icing sugar and cream or ice-cream to serve

Pre-heat the oven to 180°C. Put 30g of butter into a small pan and melt. Once melted stir in the vanilla bean paste and set aside. Put the eggs, 2 tablespoons sugar and a pinch of sea salt into a bowl and whisk to combine. Slowly pour in the milk, whisking as you go. Continue to whisk as you add the flour gradually, making sure to avoid any lumps. Lastly whisk in the butter before setting aside the batter while you prepare the pears. In a heavy-bottomed oven-proof frying pan over a medium-high heat melt the remaining tablespoon of butter. Next add the slices of pear and sprinkle over the remaining 2 tablespoons of sugar. Fry for a minute or two before turning over and frying again on the other side. At this point I arrange the pear slices in a ring, with two slices in the middle. This is optional, although it does make it look pretty when served. Carefully pour the batter over the pears before putting in the oven and baking for 20 minutes or until set. Once set remove from the oven and set aside to cool slightly before sifting icing sugar over the top and serving with cream or vanilla ice-cream.



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Style your home

CONTEMPORARY & FRESH WITH A SCANDINAVIAN INFLUENCE

Words by Mette Kirchheiner - Home Love & Mette K

Winter is here, which for most of us means we spend more time indoors. It also means that the days are shorter, it's colder, and we feel like snuggling up more. It's the perfect time to create *Hygge*, the Danish meaning for a cozy atmosphere at home.

There are many elements to the Danish phenomenon of *Hygge*. Lighting is essential for us Scandinavians, as we tend to use smaller lamps and low hanging lights to create a more moody cozy atmosphere. We also incorporate a significant number of tealights and candles to emphasise the mood. We wrap up in a soft blanket on the couch with warm tea or cacao and a stack of magazines or books.

It's the ultimate *Hygge* for us to share good times with friends, laughing and being together. We meet at home inside instead of outside for a BBQ. The change of season often makes us feel like sprucing up our spaces, so we put warmer bedding on the bed, layering of blankets, and more soft feathered cushions. The more layers and textures, the better.

We also tend to go for warmer colours. This year it's all about the rustic nature, warm burned tanned colours like camel, henna, turmeric, military olive and the all-time everlasting favourite off-white.



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5 PRO TIPS TO GET YOUR OFFER ACCEPTED IN A SELLER'S MARKET

Words by McDonald Real Estate

How can you increase the chances of winning your dream home in a seller's market, especially when competing with multiple offers? Below we share our professional tips to help improve the chances of having your next home offer accepted.

1. GET PRE-APPROVED

Being pre-approved shows that a bank or mortgage company has preliminarily reviewed your credit and believes that you will qualify for a loan up to a certain amount. When putting an offer on a home, make sure you let the salesperson know that you have a pre-approval letter so that they know you are serious.

It can also reduce the chance you'll have your finance rejected and the seller needing to either relist or go with another offer. You're a solid bet with pre-approval!

2. STAY ALERT AND BE READY TO ACT

With properties often selling quickly in this market, being amongst the first buyers to view a new listing can be crucial. Get familiar with the popular real estate publications and websites (e.g. realestate.co.nz) and when a suitable property comes up, secure a viewing as soon as possible.

If you're really serious about finding a home then get yourself on to the database of the top agents in your desired area. Database buyers will often find out about new listings before the general public, and there may be "off market" sales that only database buyers hear about. Any agent should be happy to add you to their database after answering a few questions.

3. LETTER APPEALING TO THE SELLER

Selling a home can be an emotional time for the seller, and they may have sentimental ties to the property. Including a short letter about yourself and your plans for the home may boost your chances of getting accepted. A personal touch can always go a long way.

Being able to empathise with someone's situation can help a seller to gravitate to that offer. They may have originally purchased the property to start a family and raise kids, and now theirs have flown the coop, they may be drawn to a buyer looking to do the same.

4. MAKE A CLEAN OFFER

Making a straightforward offer without a lot of conditions or requests will make the decision to choose you far easier. The more baggage that comes with the offer, the weaker it may be against offers with less hassle. More money doesn't always win out, some sellers just want the whole thing done with minimal mess!

If you need to have a building inspection or LIM report completed, try to satisfy that before offering so you can remove the condition from your offer. And if you do need to have conditions in your offer make the timeframes as short as possible.

Consider how the vendor may react to lengthy conditions and requests for cosmetic issues to be fixed. Remember, this is about making your offer as competitive as possible. If you happen to be up against a similarly priced offer, then beating it on less conditions is tops.

5. MAKE THE BEST OFFER POSSIBLE

In a market with low inventory, chances are you're not the only one making an offer, so by starting low you may only drive a seller to accept an offer from another buyer. Hoping the seller will choose to negotiate with you leaves you at the mercy of the other offers.

If you fall in love with a place, put in your best offer first and don't leave anything to chance. In a multi-offer situation it's not uncommon for buyers to exceed the asking price, so consider what the home is worth to you, not what you've been told it will sell for. Ask yourself, at what figure would you be happy for the home to be sold to someone else?

You never want to stretch yourself outside of your comfort zone or place an offer you're uncomfortable with, so make sure you go into the process knowing your walk-away price.



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LAYERING UP FOR WINTER

Words by Bianca Nottingham - Bianca Lorenne

Gone are the days of the long hot summer nights that had us desperately looking for ways to cool down. Don't get us wrong, the summer days will be missed; however, we cannot deny the feeling of waking up refreshed after a long, uninterrupted, blissful sleep!

On the chilliest of nights, there is nothing better than climbing into a bed that swallows you up and cuddles you with warmth and happiness! As winter is upon us, we are here to help you invest in your well-being and provide you with many years of restful sleep and luxurious comfort.

START WITH YOUR SHEETS

Soft, fluffy flannelette sheets are super snug and give us childhood nostalgia of getting tucked into our winter bed. It is super important to invest in good quality flannelettes to avoid pilling and shedding. If this is not for you, choose cotton sheets with a high thread count or sheets made from 100% linen for the perfect natural fibre option that breathes and repels moisture away from your skin.

CHOOSING THE RIGHT DUVET INNER IS A MUST

It really is the be-all and end-all of a good nights sleep. For us, it is a silk filled duvet inner all the way! Unbelievably luxurious, silk has extraordinary properties unknown in other materials. Silk is valued for its health-giving benefits for the skin and hair. Scientists and athletes use silk as the ultimate breathable material. Its large fibres reduce thermo conductivity, either trapping air next to the skin to keep you warm in the cold or drawing it away from the body in hotter temperatures. Soft light and naturally hypoallergenic, silk is ideal for allergy sufferers, which duvet inner to choose depends on your individual body temperature and ambient temperature of your room.

Tip: To avoid the nightly battle of stealing your duvet back from your partner or having it slide too far over one edge, we recommend sizing up when purchasing your inner as the extra overhang on each side of the bed will help to keep it more in place. It also looks more generous visually when the bed is made.

LAYER UP WITH A QUILTED BEDSPREAD

Quilted bedspreads can be used all year round with just a sheet or draped on top of your duvet in the cooler months. Filled with surgical cotton along with our use of fine quality natural fibres, our bedspreads are breathable and highly absorbent, helping you sleep soundly as it naturally ventilates. Bedding made using natural fibres lasts twice as long as man-made fibres meaning you won't need to replace them often.

ADD ON A COMFORTER

Our range of comforters provides comfort both visually and physically, featuring soft washed linen/cotton mixes and sumptuous velvets in a selection of dreamy hues. With their high loft weight, they transition you through the seasons perfectly, providing the ultimate deluxe addition to your winter bedding. Your comforter can be folded on the end of the bed for an injection of colour and texture, pulled up to use as an extra layer at night and used to snuggle down with for a daytime nap.

AMP UP THE AMBIENCE

These next few decorative touches may not warm you literally but have a big impact on turning your bedroom into a cosy retreat. Colours have a huge effect on our mood and the way we feel. Richer, darker colours cocoon us through the winter months so invite them in! Hues of warm copper, antique gold, walnut, indigo and deep pinks ensure a welcoming, warm space. By adding these accent colours in as accessories such as cushions, pillowcases, eurocases and throws, it can change the whole atmosphere of your room without breaking the bank!

DON'T FORGET THE FINISHING TOUCHES

Something that is easily overlooked but makes a world of difference. Burn a scented candle, spray a gorgeous pillow mist on your bedding, switch on your bedside lamp for some mood lighting and lay down a plush rug to warm your feet when it's time to say goodbye to your winter sanctuary in the morning.



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An informed perspective

To many people, registration simply means filling in a form, but in architecture, it is a lot more. It takes a special kind of person with the necessary qualifications and experience; it requires a patient and determined character. BOON's Emily Batchelor is one of those characters, recently becoming a Registered Architect with NZRAB.

Women represent just 26% of registered architects in New Zealand, according to the 2020 NZRAB annual report. Emily is now one of that 26%, which has increased by approximately 1% each year, since 2017.

Emily said it took her five years of work before she felt she had a suitable level of experience to go for her initial registration. It took the better part of a year to put together her case study document, and a lot of evenings and weekends were sacrificed in order to study and prepare for the presentation required.

When embarking on a career in architecture, Emily felt it was the perfect combination of the influences imparted on her by her parents; an artist and an engineer. Once she started studying, Emily discovered that there was a lot more to architecture than she had anticipated and the more she learnt, the more she enjoyed it. While Emily says her tertiary studies taught her to push boundaries with design and critical response; real world experience and knowledge gained through the registration process has taught her to understand risks that come with the architecture profession and building projects, and how those risks should be managed.

Emily says that becoming a registered architect has given her a very different perspective on the 'importance of architecture and good design'. A registered architect has a professional responsibility, legal responsibility, and a duty of care to uphold in their work. They are bound legally under common law, contractual law, and by the code of ethics. At the end of the registration process, Emily said being awarded a simple 'pass' was the biggest relief of her life. Last year, the pass rate was just 60%.

At BOON, Emily enjoys the challenge of enriching people's lives through design. She is involved with various scale projects and says that through balancing constraints and maximising outcomes for her clients, she is able to add value to their lives, which is the best part about being an architect.

Let us see what you see

BOON.CO.NZ



Emily Batchelor, M.Arch (prof), BAS, BBSc

DRIES VAN NOTEN // LEN LYE COLLAB

Words by Kate McKenzie-Pollock | Photos by Viviane Sassen

An international designer shares a special connection with Taranaki in their recently released Spring/Summer 21 collection. Leading Belgium-based fashion designer Dries Van Noten drew inspiration from pioneering artist Len Lye for his latest collection.

Initially coming across Lye's art online during a period of COVID-19 lockdown, Dries Van Noten was inspired by the visionary films of Len Lye, particularly his bold use of colour and avant-garde design. This discovery sparked a collaboration with the New Zealand-based Len Lye Foundation resulting in Van Noten's new collection being emblazoned by prints sourced from Lye's own film stills and other works. Lye spent his career pursuing an "art of movement", which is reflected in this new collection. Lye was born in Christchurch and grew up in New Zealand before embarking on an international art career that saw him and his work travel around the world. He was a pioneer of experimental film and kinetic sculpture with an art practice that encompassed painting and poetry alongside other media. Lye had a special connection to New Plymouth, having entrusted the Govett-Brewster Art Gallery/Len Lye Centre to look after his works and archives, including models, paintings, sketches and drawings. The New Plymouth District Council (NDPC) owns and manages the Govett-Brewster Art Gallery/Len Lye Centre on behalf of the residents of New Plymouth. NPDC works in partnership with the Govett-Brewster Foundation, and the Len Lye Foundation which owns and governs the Len Lye Collection and Archive housed at the Gallery.

The Dries Van Noten team worked closely in collaboration with the Len Lye Foundation, alongside film specialists at Ngā Taonga Sound & Vision in Wellington and the team at the Govett-Brewster Art Gallery/Len Lye Centre to

produce the SS21 collection. Govett-Brewster Art Gallery/Len Lye Centre director Zara Stanhope observes that "Van Noten's interest in Len Lye's work, ideas and style indicate his relevance to younger generations of designers and creative people around the world."

"It has been exciting to see this creative response to Len's pioneering work," says Len Lye Foundation trustee, Andrew Clifford, who worked with the Dries Van Noten team. "The new garments bring a very fresh response and new perspective to Len's work, and the introduction of photographer Viviane Sassen to the project has added a further creative layer."

With the ongoing global conditions of COVID-19 preventing a traditional fashion show, Dries Van Noten took a creative approach and presented the collection in a digital format, with a film and accompanying fashion shoot by Dutch photographer Viviane Sassen. Shot on a beach in Rotterdam and a studio in Amsterdam, the imagery shows models with Lye's films projected across their bodies and the background. The designer was adamant that he didn't want to create a fake fashion shoot and opted for a more dynamic presentation, one that pays homage to the influential role that fashion editorial and imagery has played in fashion.

The collection is available from a number of stockists in New Zealand including Scottie's Boutique and Zambesi, both in Auckland.











THE TEAM HELPING YOU LOVE THE SKIN YOU'RE IN

The team at Skin on Forty-Five has built a reputation for their high-quality cosmetic medicine and skincare service throughout the Taranaki region. With the skincare industry booming finding a team of professionals you can trust to look after your skin and all its eccentricities is important. *Photos Sandra Henderson • Layout EH Design*

“The health of a clients skin can be the difference between them feeling confident and vibrant or not,” says Skin on Forty-Fives Accredited Cosmetic Doctor, Dr Anderson. “It’s not a responsibility we take lightly and we constantly strive to provide the latest evidence-based treatments to ensure we get the best results for our clients.”

Skin on Forty-Five is the evolution of Skin Care Taranaki established in New Plymouth by Dr Anderson over 25 years ago.

“We have come a long way from our days of one doctor and one nurse. We have worked hard over the years to bring together a team of highly skilled trained doctors, nurses and aestheticians in a professional environment that allows our clients to feel pampered and relaxed while they are treated with medical quality services.”



The team at Skin on Forty-Five believe that a holistic approach to skincare is crucial to achieving great results for their clients. From the Medical and Surgical services through to their accredited cosmetic team and highly trained aesthetic service, Skin on Forty-Five is constantly trying to keep at the cutting edge of the skincare industry.

“Our aim is to help clients look and feel their radiant best without anyone knowing they had treatment at all. Treating issues that clients feel detract from who they truly are is a hugely rewarding process,” says Cosmetic Medicine Registered Nurse Charlotte Sherman.



SOME ADVICE FROM THE PROFESSIONALS AT SKIN ON FORTY-FIVE ABOUT GETTING THE BEST OUT OF YOUR SKIN.

- 1 **The health of your skin reflects your overall health**
“Factors like diet and lifestyle play a huge part in getting the best out of your skin,” Charlotte says. “Generally what is good for you is also good for your skin.”
- 2 **Protection is the best prevention**
“Wear SPF 365 days per year and slip, slop, slap and wrap,” says Dr Anderson. “UV damage is one of the main reasons for premature skin ageing. Incorporating sun protection into your daily skincare regimen is a must, especially given Taranaki has some of the highest skin cancer rates in the world.”
- 3 **Healthy skin requires less cream and makeup**
“Overuse of inappropriate skincare products and makeup are a common cause of breakouts and premature skin ageing. Avoiding using thick and excessive makeup especially when exercising and giving your skin a break when possible is absolutely key,” Aesthetician Abby Wood commonly has to inform clients. “If you have problems with your skin that you don’t know how to fix, the solution is not covering it up but getting the right help to treat it for good.”
- 4 **Feeling great about the skin you’re in is an important step to feeling great about yourself as a whole**
“We often find clients skin or vein issues can have really detrimental effects on their sense of self-confidence,” says Skin on Forty-Fives Cosmetic and Surgical Nurse Nicky Stolte. “Many clients have waited years to approach us about skin concerns that bother them. When they realise it can be treated quickly, with minimal pain or scarring they often wonder why they waited so long.”
- 5 **Do your research and use accredited providers**
“There is a lot of marketing in the world of skincare that can confuse even the most diligent clients,” says Aesthetician Rose Bedford. “Ensuring we only use evidence-based treatments saves both time and money and get the best results for our clients.”



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- Blepharoplasty - Eyelid Surgery
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One of the services growing rapidly is their blepharoplasty surgical service. This surgery corrects droopy eyelids improving vision and helping clients eyes appear both more alert and youthful in a convenient day-case surgery. “The response to offering this service has been overwhelming,” says Dr Loveridge-Easter.

“Seeing the smiles on clients faces when they return for follow up is hugely rewarding and it’s great to be able to offer it right here in New Plymouth.”

As summer comes to an end, beach-loving Taranakites are faced with the painful task of having to say au revoir to the beaches and hello to rain, rain and more rain. For a lot of us, winter is also synonymous with problem skin, but it’s also a great time to get skin and vein concerns addressed.

“Getting your blepharoplasty or varicose vein treatment while you are all rugged up and away from social events is a really popular approach.” Says Dr Anderson.

“Winter is a great time to start treatments to be ready in time for the festive season and summer socialising”.

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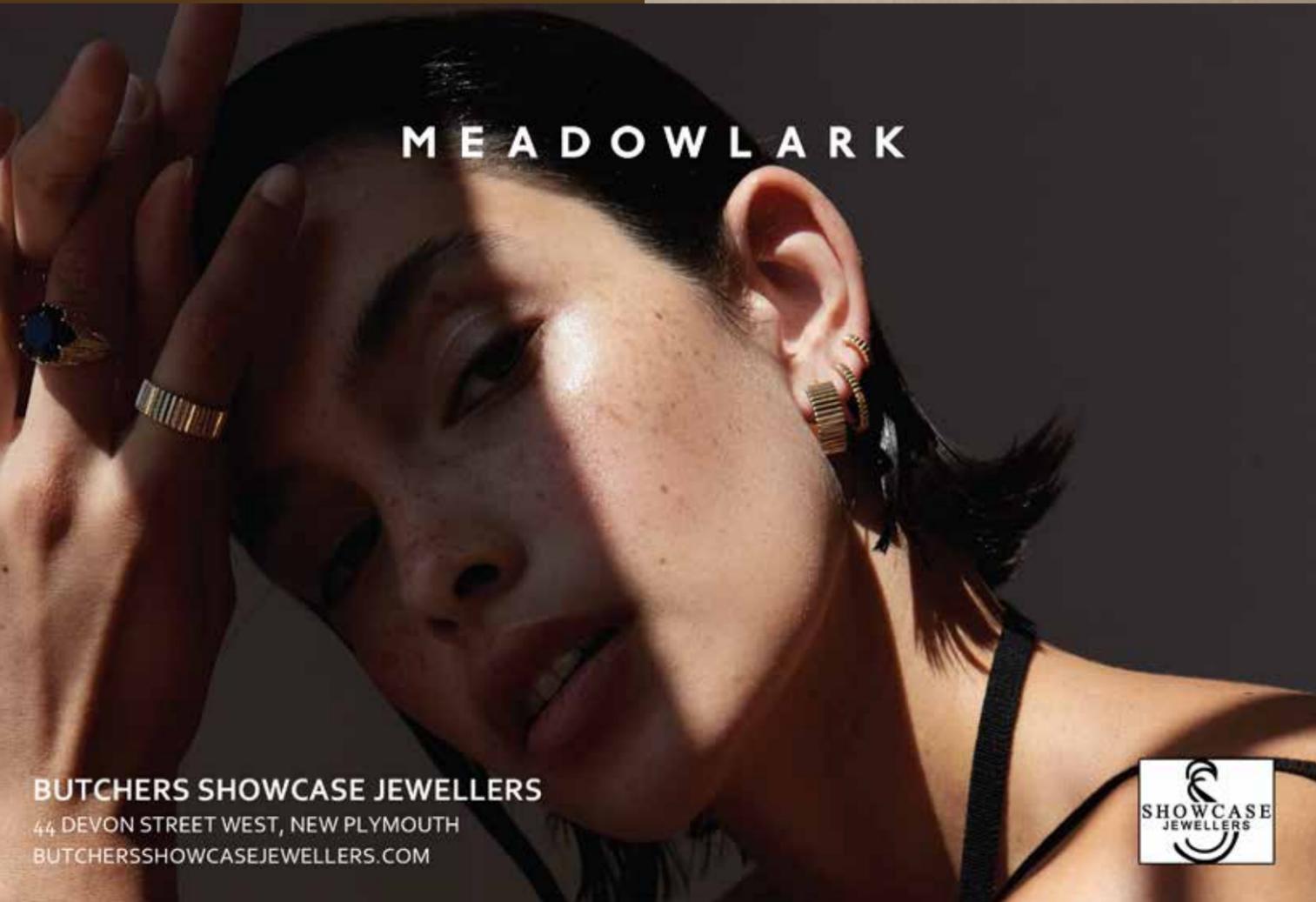
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NEW YORK TO NEW PLYMOUTH

Words by Rose Cawley



www.august-jane.com | [@augustjane](https://www.instagram.com/augustjane)



The journey of rising American seamstress Summer Lahti and her brand August Jane, which you can find stocked at Crystal Cylinder.

A touch of jetlag, being reunited with her Kiwi boyfriend, exploring New Zealand - that's what Summer Lahti expected at the end of her long-haul flight from New York to New Zealand. But that's not how life rolls.

She landed hours before the now iconic announcement that New Zealand would be shutting its borders.

Summer had 48-hours to decide - get right back on the plane and go home to America or stay in New Zealand and live in the unknown. So she took a gamble and spent lockdown with her boyfriend and his family.

"My partner's mom also used to have a clothing brand so she had a sewing machine," she says.

"There was nothing else to do all day. It was actually a blessing. All-day every day, I just sewed and made stuff."

Knitting by Paula Fehrmann | Photos by Thomas Smith

The hours behind the sewing machine paid off and at the end of lockdown her clothing brand August Jane was launched.

"I always wanted to start my own clothing brand, but I just was too busy. I was working two full-time jobs and going to school." That was just how you lived in New York, she says.

It was there that Summer trained under one of the biggest tailors in the United States - Erin Hogan-Braker, owner of The 7th Bone Tailoring Agency which matches top commercial tailors with the world's biggest brands and icons. Think tailors for Kim Kardashian. She says it all started when Erin came to talk to her university.

"I was so infatuated with her. I was like, I'll literally mow your lawn, I'll do anything to work for you."

From there she had exposure working in fashion week for Michael Kors and Winnie Harlow from America's Next Top Model.

"That was a pretty surreal moment. I got to do the fitting with her and help alter her dress. Being around that whole world was crazy because that was during fashion week and she just came off the runway. Those are the moments where you're like, this is crazy that I'm doing this."

Moving from that fast-paced life has meant she's been able to fill her cup creatively, she says.

"That's a hard thing when you're living in New York - to remember not to rush yourself because when you wake up in the morning you already hear the subway going, car alarms - everyone's just already on the way - and you already feel late and you've just woken up."

“ I think a place like New Plymouth where you live next to the ocean and everything's so beautiful, you have so much room for inspiration. And when it gives you that inspiration and you have the time to be creative - that's magic. ”





01.



02.



03.



04.

IT'S A VIBE



05.



06.



07.



08.

1. Heist Beanie Mustard \$39.99 from Blackbird Society | 2. Burton 2021 Men's Instigator Snowboard \$649.99 from Torpedo7 | 3. Boston & Bailey Textured Fringed Scarf \$14.99 from Farmers | 4. Pikolinos Boots \$339.90 from Footloose Shoes | 5. Ripples L/S Shirt - Khaki \$124.99 from Crystal Cylinder | 6. Scotch & Soda Longer Length Double Breasted Blazer \$485 from Et vous | 7. Tech Dopp Kit 2 - Grande \$279 from Huckberry | 8. Croc Embossed Mini Bag \$15 from Glassons

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