



Alémais Studio HQ

YSG

Location Sydney, Australia
Words Emily Riches **Photography** Anson Smart

Entering the dreamlike headquarters of fashion label Alémais is an immersive, other-worldly experience. Designed by YSG, the spirited and imaginative fit-out draws on the brand's signature celebration of colour, pattern and individuality. "Just as Alémais' clothes have a way of announcing themselves, given their flair for colourful prints and embellishments, arriving here could be likened to entering a galaxy of limitless imagination," says YSG founder Yasmine Ghoniem of the upper-floor 491-square-metre office in a converted Surry Hills warehouse.

Known for her inventive and theatrical interiors, Ghoniem took inspiration from Alémais co-founder and creative director Lesleigh Jermanus's Lebanese heritage, as well as the label's unique collaborations with artists and craftspeople. The outcome is a rich and immersive space filled with folkloric motifs, handcrafted textures and saturated tones.

Visitors are welcomed by a surreal, shimmering mosaic of half-human, half-animal forms, while a constellation of fibreglass moon pendants cast in shades of turquoise, olive and champagne gold floats overhead. In the reception area, a bold ceramic idol by Sydney artist Ramesh Mario Nithiyendran stands atop a bubblegum-pink plinth – an emblem of the brand's daring aesthetic and ongoing appreciation for contemporary craft.



Egyptian Seba stars decorate a rug in the design lounge. This motif also appears in the studio kitchen, realised as bronze cabinet handles.



Embracing the warehouse's triangular footprint, the heart of the headquarters is its design and pattern-making zone, and a relaxed lounge is tucked into the apex. "Designed for interaction, the space is never static and adapts to daily needs," explains Ghoniem. Moveable corkboard inspiration panels, portable drawer units in mint and bespoke plum-coloured storage cabinets filled with swatches and samples allow for a dynamic, functional studio. A dedicated archival and storage area runs along one wall, in easy reach of the patternmakers.

The original brick walls and timber ceilings are finished in a warm cream hue, with expanses of exposed brick left visible to add tactile richness. The exception lies in the two glass-walled offices that bookend the space, each one a reflection of its occupant. Jermanus's office is awash in soft pistachio and lilac tones, featuring curved forms and subtly marbled Marmoleum Vivace surfaces. Meanwhile, her retail partner Chris Buchanan's office is defined by a radiant honeycomb palette, warm timbers and angular, geometric forms. Curtains offer flexibility and privacy across both spaces.

The fashion label's commitment to sustainability, craftsmanship and expression is reflected in YSG's selection of repurposed vintage pieces, low-impact finishes and natural fibres, as well as the use of bold colours and punchy patterns. "We approached tonal drenching like designing new collection palettes, mingling sorbet shades with warm earthen tones," says Ghoniem. This is seen in the mix of tangerine chenille and rugged linen on the entrance banquette and in its green velvet counterpart in the design lounge. Here, a red vintage coffee table stands out against a turquoise rug patterned with Egyptian Seba stars – a detail echoed in the bronze cabinet handles in the kitchen.

References to mystical and divine symbols, such as the 'all-seeing' eye, appear in subtle and surprising ways. In Jermanus's office, silver eyes inlaid with pearlescent shells adorn the joinery; another is painted on the kitchen's boysenberry marble splashback. The most striking interpretation is the custom 'eye' dining table. Resting on a glossy, ruffled polyurethane pedestal, its elliptical surface is hand-painted to accentuate the natural grain. At its centre, a raised lazy Susan forms the table's 'pupil', adding a playful and functional touch.

Expressive and joyfully unconventional, Alémais' headquarters captures the spirit of the brand – it's a fantastical space where every detail is infused with a bold sense of adventure, creativity and artistry.

