



shopfitting specialists  
retail  
commercial  
joinery



## About Us

Alexander Interiors (AI) is an award winning, industry leading specialist in Retail Shopfitting, Airport Retail space, Project Management and Joinery supply. Embracing your desire for the highest quality materials and workmanship, we create world class retail environments throughout Australia.

Established in 1998, Alexander Interiors built a reputation for reliable service and a commitment to deadlines resulting in a high quantity of repeat business. Sapphire Joinery our manufacturing partner, creates custom built joinery and are located at the same premises.

With Alexander Interiors, you can be assured that your project is in the hands of professionals who uphold the principles of the Australian Shop & Office Industry Association (ASOFIA).

## Why Choose Us?

Alexander Interiors are shopfitting specialists. Our work will stand the test of time. Our Project Managers are meticulous in their preparation and planning, and passionate about delivering projects on time, with zero tolerance to defects.

With the benefit of in-house joinery manufacture, AI use only quality materials, ensuring your work is completed to the highest standard.

You will always receive friendly, professional and high quality service from our team. Your ideas are always welcome, strengthening our commitment to customer satisfaction, innovation and growth.

Managing Director Craig Watkinson is:

- \* ASOFIA National Vice President
- \* Chair of the ASOFIA Professional Conduct Committee
- \* Member of the Masters Builders Association
- \* Member of ASOFIA since 1999

# Our Clients

## Fashion

Christensen Copenhagen  
Cue  
Deseo Shoes  
Fred Bare  
Gymboree  
Kookai  
Lisa Ho  
Mariko Boutique  
Marina Rinaldi  
Max & Co  
Max Mara  
Max Mara Weekend  
Queenspark  
RM Williams  
Scanlan & Theodore  
Sportscraft  
Tigerlilly  
Zimmermann

## Specialty Shops

Bankwest  
Bijoux Terner  
Cancer Council  
Discover  
Goldmark Jewellers  
Harrison's Pharmacy  
Jack & Jac  
Kaboom  
La Senza  
Lonely Planet  
Manly Jewellers  
Morffew Photos  
Newslink Gourmet Traveller  
Pearson's Florists  
Rouse Hill Customer Service Centre  
Smiggle  
Voyage Qantas Club

## News, Books & Music

ABC Shop  
Dymocks  
Newslink  
Relay  
Relay Hub  
Virgin Entertainment  
Virgin Music & Books  
Watermark Books

## Beauty

Kit Cosmetics  
Lush  
Mecca Cosmetics  
Nirvana Beauty  
Tony & Guy  
Wax Factor

## Food

Airport Fine Foods  
Burger King  
Fortune Abalone  
Godiva Chocolatier  
Hills Caf  
Hub Convenience  
Icons South Australia  
Jamaica Blue  
Little Hotties  
Martelli's Markets  
Mattress Blue Bar  
Naan Man Du  
Rebar  
Red Tail End Bar  
Yoti's Caf

## Commercial Interiors

Broughton House  
Cruising Yacht Club  
Fitness First  
Foodco Head Office  
GWA Offices  
Leichhardt & Balmain Campus,  
Sydney Secondary College  
People Co  
Photo Technica  
VIP Lounge, Pier C Sydney International Airport



# Virgin Books & Music





## Watermark Books



“ We have developed a strong relationship over the many years of working with Alexander Interiors who have managed the fit out process for all of our stores across the country. Their attention to detail is first class.

Reliability is key. The project managers work to tight deadlines, co-ordinating sub-contractors and materials with ease, enabling us to open our stores on time, with top quality fit-outs.”

Craig Pring, Lagardère Services Asia Pacific



Relay





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Craig Watkinson **MANAGING DIRECTOR**