

CROWN SYDNEY ANNOUNCES PARTNERSHIP WITH AUSTRALIAN DESIGNER ARTHUR GALAN

Acclaimed Australian designer known for impeccable tailoring to design uniforms for over 2,000 staff

9 March 2020 – Sydney, Australia - Crown Sydney, due to open in December 2020, has appointed renowned fashion designer Arthur Galan to design the uniforms for all of its hotel and hospitality staff.

Known for his attention to detail, quality tailoring and use of impeccable fabrics, Galan has been charged with designing the entire suite of uniforms for the entire Crown Sydney property – which will employ over 2,000 staff across VIP gaming, a 349 room Crown Towers hotel, luxury apartments, signature restaurants and a lavish day spa alongside premium retail.

While design and aesthetic was key to Galan's final designs, the project involved a complex understanding of operational requirements in having to design uniforms that are not only aesthetically pleasing but functional in form, including uniforms for front of house hotel staff, housekeeping and bell attendants as well as uniforms for waitstaff and day spa consultants, not to mention individual uniforms for each of the restaurants that will be housed inside the complex.

Galan is one of the most respected members of the Australian fashion industry having dressed the likes of Nicole Kidman and Jennifer Hawkins and winning multiple awards like GQ Designer of the Year and an Australian Fashion Laureate. The high fashion business, also known as 'AG', has garnered a cult following over the past twenty years, leading the charge when it comes to the classic aesthetic of mens and womenswear that have a clean silhouette and distinct structured lines.

Galan sought his inspiration from the architectural design of Crown Sydney itself, as well as from its iconic location - with the freshness of the blue Sydney Harbour water and the light surrounding the property utilised in both fabric selections - from the colour right down to the textures.

A self-confessed "fabric aficionado" Galan used the same square-like pattern that features on the exterior of the building on one of the hero navy blue materials used in most of the uniforms.

According to Galan, one of the key challenges in designing over 150 different uniforms for Crown Sydney's various departments and venues was ensuring a synergy – while offering a very unique look and feel dependent on venue.

"A key part of my creative process was studying and respecting the interiors of each space and continuing the aesthetic of the luxury visual experience and colour palettes to ensure that the uniform complements each space and every employee feels proud to wear them," said Galan.

According to Executive General Manager for Crown Sydney, Mark Holmes, it was Galan's obvious homage to the harbour city as well as the building's architecture in his design that was key to the decision to partner with him.



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“We knew we were in safe hands with Arthur’s experience in creating designs that really hero style, cut and quality equally. His commitment to understated elegance and the epitome of luxury in his designs really personifies the Crown Sydney experience we hope to create for Sydneysiders,” said Holmes.

Upon completion, Crown Sydney is set to become the city’s most sought after luxury destination. Crown Sydney will include Australia’s third Crown Towers, luxury residences, signature restaurants, bars, luxury retail outlets, pool and spa facilities, conference rooms and VIP gaming facilities.

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