



Danish Rose

DANISH BY DESIGN IMPORTS A RANGE OF STYLISH, MODERN DESIGNER SCANDINAVIAN NURSERY FURNITURE THAT CAN BE SEEN IN CELEBRITY NURSERIES BUT AVAILABLE TO YOU

Gillian Rose is the founder and director of Danish by Design, she was born in Denmark, came to Australia, met Nigel in France skiing, fell in love, got married then came to Australia and they have lived in Melbourne for 20 years. Nigel and Gillian have three children Anna-Sofie 16, Maia 14 and Mattias 12. We caught up with Gillian and asked her about her business

WHAT WAS THE INSPIRATION BEHIND THE BUSINESS?

Like many new mums, I was dreaming of starting up a small home business, to combine work and motherhood. We went home to Denmark for Anna-Sofie's first Christmas. She was just 6 months old and naturally I had a look at baby items over there. The range was so different to what was available here and we felt there was an opportunity to start something. We made it our mission to make brilliant European designs accessible to Australian parents.

Although I had no knowledge of the retail industry or importing, I set up 'Danish by Design' with the help of my husband and ordered my first 'container' from Denmark in 2001.

WHAT PRODUCTS DO YOU OFFER?

Our product range spans over quite a few

categories by now. We initially just had Leander furniture but now we also have the distribution of the Bednest, Troll furniture, Moover Toys, IVI play rugs, Bumbleride strollers, the Bamboo bouncer and just recently we added BathBlocks - a new range of bath toys.

CAN YOU TELL ME ABOUT THE TEAM?

We have a small office team consisting of my husband Nigel and myself plus our amazing customer service girls. On top of that we have our sales reps who make sure that the staff who serve you when you go to one of our stockists can answer all your questions.

HOW DO YOU SHARE THE RESPONSIBILITIES BETWEEN YOU?

In basic terms I look after all aspects of marketing, new product launches and Nigel does the logistics and sales. However in a small business one wears many caps and everyone has to do whatever is needed.

HOW LONG HAS THE BUSINESS BEEN OPERATING?

I started the business in 2001 when Maia was a baby. I had an office at home and two small children around my ankles. Thankfully the industry is all about children and that certainly made it easier.



NIGEL, MATHIAS, ANNA-SOFIE, MAIA AND GILLIANN ROSE.

WHAT HAS BEEN THE MOST CHALLENGING ASPECT OF SETTING UP THE BUSINESS?

Running a business from home is not as perfect as some may think. Particularly if you are doing it as a part time mum. Whenever you are in the office you feel like a bad mother and whenever you are with the kids, you are a poor business woman. It can be a very difficult balance.

IS THERE ANY ADVICE YOU WISH YOU'D BEEN GIVEN?

I got the advice but I wish I had got it earlier: get some help at home. I had 3 small children, a growing business and the entire household to manage. It was too much but I didn't have time to look up and make the change. Also, the business wasn't yet making money so I did not feel I could spend any. How crazy was that?

Thankfully my Dad acted and he organized for a Danish au pair girl to come for 6 months. She became the first of many to help us keep the balance between work and family time.

WHAT DO YOU ENJOY MOST ABOUT THE BUSINESS?

I really enjoy talking to our customers who I

have known for a long time. I also love taking on a new product or range and help it find foothold in the marketplace.

HOW IS YOUR BUSINESS DIFFERENT TO OTHER SIMILAR BUSINESSES?

I am not sure we are very different to other businesses but we do have a philosophy of sourcing unique products combined with great service. We have stayed true to this philosophy from day one and it gives us our focus.

WHAT GIVES YOUR PRODUCT THE EDGE?

The edge you say. Not sure I can pinpoint an exact edge but quality and design are the main ingredients in our products.

Take for example the Leander furniture range. It is beautifully made with an incredible attention to detail in terms of craftsmanship.

The quality of the furniture means that it wears well and holds its value.

The timeless design is simple yet practical and innovative. In other words Leander is a great investment.

Leander has some serious celebrity clientele, including Nicole Kidman, Rebecca Twigley (Judd), Mel B and Princess Mary!



THE LEANDER COT CONVERTED TO A BED

WHY SHOULD PEOPLE SHOP WITH YOU?

Our products can be bought directly from us or via our stockists and either way is easy. I think that parents-to-be who buy our products will never be disappointed and I am quite proud of that.

HOW DO YOU MARKET THE BUSINESS?

We advertise our brands more than the business and is done mainly online. You will, however find us at some of the expos around the country to offer you a hands on experience. Good, informative in-store displays are also important to us where customers get to appreciate the quality and functionality of the products. The creation of a beautiful nursery is easy with the right building blocks.

WHAT ARE YOUR PLANS FOR THE FUTURE OF THE BUSINESS?

We will continue to bring wonderful, unique products to Australia across a variety of categories.

They will all be different but they will all have great quality and top functionality in common.

IS THERE ANYTHING ELSE YOU'D LIKE MY CHILD READERS TO KNOW?

At Danish by Design we believe that quality enhances the beauty of living and strive to help the consumer make well considered choices.

Price is important but it is not everything. Six months down the track you will not remember how much you saved but you will be reminded every day if you bought second choice or poor quality.*



THE LEANDER COT AND BED