

GOLD COAST

Gold Coast company Projects Queensland marks 30 years as the shopfitter of choice for luxury brands including Gucci and Cartier

Projects Queensland has found luxury shop fit-outs a perfect fit for the high-end cabinet making business. This year will mark its 30th year in business.

Alister Thomson, Gold Coast Bulletin

 Subscriber only | October 13, 2019 1:00am



 Cartier is a client of Gold Coast company Projects Queensland.


PROJECTS Queensland has found luxury shop fit-outs a perfect fit for the high-end cabinet making business.

At the end of this year the business, which was [founded by Brad Dunne out of his Chirn Park home in 1989](#), will mark 30 years and enter its fourth decade with a new general manager at the helm.

Mr Dunne has laid out an ambitious plan for the next four years, including revenue of more than \$90 million and a longer term goal of reaching 100 years in business.

Mr Dunne founded Projects Queensland as Brad Dunne Joinery, building kitchen cabinets at home.



 Gold Coast company Projects Queensland did the fit-out for the Van Cleef & Arpels store in Chadstone, Melbourne

[SUBSCRIBE TO THE BULLETIN FOR \\$1 A WEEK FOR THE FIRST 8 WEEKS \(Min, cost \\$4\).](#)

In 1995, after six years of growth, the company was renamed Projects Queensland with Mr Dunne assuming the role of managing director.

The company's client list reads like a [who's who of the luxury brand world](#), including Cartier, Louis Vuitton, Bulgari, Van Cleef & Arpels, Piaget, Gucci and many others.

In the late 1990s and 2000s the company undertook projects for Louis Vuitton in Dubai, Abu Dhabi, Mumbai, Doha and New Delhi.

Projects run for an average of 16 weeks and cost between \$1 million and \$3 million.



One of the luxury stores fitted out by Gold Coast company Projects Queensland.

Craig Stewart, who joined the company 20 years ago as an apprentice shopfitter, recently took on the role of general manager.

Mr Stewart, 37, said he had graduated from working on the floor as a shopfitter to now work on the business.

He said Mr Dunne had played a mentoring role in his career since the start.

“I saw the emphasis he placed on attention to detail and that’s how I’ve been taught to think,” he said.

“I’m moving away from the project work, this business is now my project. I’m not getting my hands dirty but I’m supporting the team. There’s so much opportunity for the company to grow. We have come from five people to 50 and there is still opportunity to grow.”



One of the luxury stores fitted out by Gold Coast company Projects Queensland.

Mr Stewart said when he started the factory at Geary Cres in Molendinar it was half the 1200sq m it is now and there were five staff in total including three tradesmen.

“I was the second apprentice to come through the company. It has been natural growth over the years. We have taken on more work, staff and expanded the factory,” he said.

“We have pretty much outgrown these premises so our next step would be considering a bigger factory.”

The jobs Projects Queensland undertake involve a very high degree of complexity and demanding clients.



One of the luxury stores fitted out by Gold Coast company Projects Queensland.

Mr Stewart said a project for a new Gucci shop in Sydney at the base of Westfield Centrepont in 2010 ranks as a highlight of his career.

“That was a two-level, 750sq m shop flagship shop for Gucci. It fell just before Christmas and so there was that added pressure. We had a double-storey steel facade delivered but the staircase was

something else. We had to crane the staircase into the shop and then bolt the structure together. It had all gold trimmings, stone treads, full height glass mirrors, a ceiling cove around the top.”

Mr Stewart said the job was extremely challenging but rewarding at the same time.

He said the market for luxury outlets is growing in Australia as brands seek larger and larger stores, meaning fit-outs have gone from eight to 16 weeks.



📷 Projects Queensland boss Brad Dunne started his business in his laundry almost 30 years ago.

“Luxury retail stores are growing in size. Our stores are now 750sq m. That compares to 150sq m in the past.”

Mr Stewart said the company has several points of difference compared to other businesses in the industry. The first was that it had tradesmen, including shopfitters, in-house and was able to better manage projects by directly employing staff.

“Also there are not too many shopfitters in the country that specialise in luxury retail and I guess enables us to have a broader range of clientele within that market segment. It is a very tough market to work in, the clients are demanding.”

Seven years ago Mr Dunne moved to Perth, opening an office and factory in the Western Australian market.

Mr Stewart said that has enabled Projects Queensland to expand its reach in the Australian market.

Originally published as [The Coast shopfitters of choice for Gucci and Cartier](#)