



Mirror Mirror

At this Christmas, when you're likely to find the exact mirror you need, from vintage and decorative to simple and contemporary. Here, we chat with marketing manager Brad Woodman.

What do you sell?
We sell Australia's largest range of framed and semi-framed mirrors in traditional, modern, vintage, design and contemporary styles.

What's the story behind your business?
Mirror Mirror was founded in 2009 by my mum, Patricia, and me. The name has a long history associated with the decorative and commercial art industries. Combined with extensive experience in the industry, Mum and I wanted to present mirrors in a new way, without the formality and stiffness of the traditional space retailers of the past, such as antique stores, upmarket furniture stores and galleries. Our concept was to offer an extensive range of customer-friendly merchandise, combining the magic of mirrors with our original accessories, lighting and furniture. From small gift items, we have grown to become the largest independent player in the Australian market.

Your best sellers?
Full length wall hanging mirrors, circular mirrors, two frame mirrors, and vintage style mirrors are the best selling and most in demand.

What inspires you?
A desire to be the best in the industry is what we do. We have pioneered our products to ensure the best.

Photo credit: iStockphoto

mirrors are used extensively – with full length wall hanging mirrors in bedrooms, practical bathroom mirrors, and some mirror mirrors to reflect ceiling lights and window areas.

Is bigger better when it comes to mirrors?
Absolutely. We have a number of our large and grand mirror frames. So, look mirror. It's the best and most important advice we can give with mirrors.

The best places to hang a mirror at home?
Above a mantel or fireplace, above a dining table or hall table, in a hallway, hanging against a wall in any area, above a bathroom vanity or in a courtyard or outdoor area. www.mirror-mirror.com.au