

INSIDE: MADONNA | KATE HUDSON | KICK GURRY | OFFICIAL LIFESTYLE MAGAZINE OF THE Australian Open

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AUSTRALIA



JENNIFER LOPEZ





## JONATHON WORNER

### Man of Steel

#### JUST THE FACTS

**Item you can't live without:**

"Mobile phone."

**Favourite bar:**

"Kuppa in WA, Middle Bar."

**Favourite restaurant:**

"Altos in WA, Otto and Billy Kwong, in Sydney."

**Biggest indulgence:**

"My new car – a silver Monaro."

**Favourite holiday destination:**

"A beach."

A "lightning bolt idea" one night turned Jonathon Worner's career on its head. While working in his father's Western Australian engineering group doing sales and marketing for their industrial products produced for the mining, oil, gas and building industry, Worner came up with the concept of designing and manufacturing stainless steel home products. "My first design was a napkin ring and when I told my ol' man about it he was very enthusiastic. We made a few changes to one of the machines in the factory and off we went," he says. "From day one in February 1998, things moved quite quickly, but I still stayed working for my ol' man's firm while I set up my own company ALLOY. Most people thought the business would fail, but my father was behind me all the way."

Within the first 18 months, Jonathon managed to design, manufacture and market his first 20 products which include such items as dishes, plates, cufflinks, candle holders, vases and canisters. His company was the first to make sheeted stainless steel mosaic tiles – he now has a range of 24 tiles – and has recently expanded into furniture, architectural fittings and packaging design.

"If my father's parent company with all its resources wasn't there in the beginning, I'm sure it would have been a huge struggle. I've never worked so hard, but I enjoy it so much it doesn't feel like work."

With worldwide coverage of his products and having travelled several times to Europe and America this year to boost sales and his inspiration, Jonathon is now based in Sydney and can't imagine having done anything differently. Not bad for a guy who's self taught in design and whose degrees and past jobs are totally unrelated to what he's doing now. "There are still some more goals I'd like to achieve before I consider myself a success," he says. "In 10 years time I'd like to see myself working less, earning more money, taking bigger holidays and looking younger!" K.M.

PHOTOGRAPH BY PAUL LOVELAKE