

Building success FROM SCRATCH



Q & A 1. From what age did you have ambitions to create something in the league that you have?

I embarked on the dream of Cavit&Co 25 years ago. Having previously worked in commercial interior design, and having seen the wonderful ranges of furniture available internationally, I wanted to realise that level of design in New Zealand.

Q & A 2. What strategy has been involved with your professional journey?

Right from the beginning I have strived to obtain exclusive agencies from some of the finest furniture manufacturers in the world. I have been fortunate in retaining great staff and in finding brilliant locations for my showrooms in Auckland, Christchurch and Arrowtown.

It is a privilege to have had the loyalty of our clients for all these years and we always strive to launch new collections to keep our clients interested and to offer continually appropriate, timeless design. We ensure we are aware of the essence of sophisticated design that doesn't date, therefore representing true contemporary, classic design.

However, strategising optimal plans for the business plays a huge part in planning and executing a business dream. I spend hours planning our furniture collections and accessories. Keeping the integrity of each brand is paramount and it takes a lot of forward planning to realise that.

Q & A 3. What do you think it takes to achieve and retain a premium identity in a global marketplace where 'exclusivity' can fall victim to oversaturation?

There is no room for doubt when approaching an international supplier for an exclusive agency for their brand. We only work with the best designers and manufacturers in the world and don't deal with any products that are not ours exclusively in New Zealand. To that

end our designs don't tend to suffer from oversaturation. Our furniture is made to order, not mass produced and that keeps it a premium product. We specifically avoid offering the ordinary.

We look for the best manufacturer available for any given style that we wish to offer to our clients ... Quality is paramount and nobody ever regretted buying quality.

Q & A 4. What have been some of the most rewarding milestones in Cavit&Co's journey to date?

I think being in business for 25 years this year was a major milestone and affected me far more than I thought it would. Looking back, I was overwhelmed by the number of amazing people I associate with and the ongoing relationships that have endured. Opening our gorgeous showroom in Christchurch was another enormously proud moment.

Q & A 5. What has governed your decision making process when partnering with brands?

I like our showroom to give a sense of a home with global elegance. I always consider all the brands we showcase and don't embark on new collections unless they work sympathetically with what we already have. Nothing jars in the showrooms. The settings work well with each other and that gives our showrooms a warm and inviting atmosphere. It is so much easier to select furniture and accessories when shown in a realistic environment.

Q & A 6. Without giving away any secrets... what are some of your ultimate ambitions over the coming years?

Well, I do have to keep my secrets

close, but I would like to continue to develop the business. There is no point in standing still and I love nothing more than the excitement of doing something new.

Q & A 7. Do you have any particular mentors or inspirations?

Barbara Barry who is a designer of global significance has always been a person I look up to. Her timeless design, personal elegance and sophistication have always married well with my own personal aspirations.

Q & A 8. What is your favourite 'life mantra'?

The best way to help limit the wasteful use of the world's diminishing resources is to buy well, buy once and love it for life.

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Debbie Cavit

Genuine originality in a world saturated with comparable commodities requires a true visionary. A local patriot with global resonance and networks, Debbie Cavit of esteemed Cavit&Co is a rightful member of the visionary club. Debbie discusses strategy, exclusivity and the true definition of elegance with Metropol.

