



# *Framing Is their Business*

*On May 9, 2016, Vasilis Vasilas interviewed the three gentlemen of the Greek community, the Lianos brothers - Kostas, Theodoros and Giorgos - of Masterpiece Picture Framers. For decades, we visited their shops all over Sydney whether in the city, Miranda or Marrickville - they had also their flagship shops in Broadway for a couple of decades! For a number of years now, they have settled in their spacious and beautifully decked-out showroom in St Peters. After five decades in the picture framing business, and having framed things for people - from Hollywood superstars to Australian Heads of State, the Lianos brothers are simply the best in their industry.*

**K**ostas migrated to Sydney, Australia, in 1964; like so many migrants, he worked a number of jobs (at the same time) and tried a number of business ventures. In 1972, an opportunity arose for Kostas and a friend to set up a picture framing business in Ultimo and called it Boomerang Framing. Parting ways, Kostas opened his own framing shop, Masterpiece Framing, in Haymarket. Business boomed! Being situated in Sydney city, Kostas was always busy! It was the bygone era of salespeople buying picture frames and then travelling to country towns of NSW to sell them. Kostas found himself continually extending his premises, by leasing more space, to keep up with demand. Despite his brothers, Theodoros and Giorgos, finishing tertiary education in Greece, Kostas invited them to join the business. The Lianos brothers seemed to be everywhere; for instance, they had stalls in many markets around Sydney- at Flemington, Fairfield and Bankstown- and went as far as Wollongong and Canberra markets! An impressive aspect to Lianos business was always large showrooms where customers could really see the diversity of their work on display. As Giorgos points out, 'We had all sorts of customers, whether politicians, sports stars, television stations, artists... Reputations are built on high quality work and excellent customer service. With such high profile customers, they were happy with our work and service, and they would recommend us to their social circles.' This is truly a family business success story as Vasilis states, 'When you are in the Masterpiece showroom what is so admirable about the Lianos

brothers is watching them at work; whether they are offering their expert advice to customers or making up the frames, the organisation of their business and work is a well-refined, smoothly-run machine. They all have wonderful characters which compliment each other.'

*Lianos Brothers:  
Simply the best in their industry*

