

MORRISON MOVES IN

Timeless, classic fashion arrives in the East End

Rundle Street has a new must-visit design destination. Perth-based label Morrison is the latest brand to open its doors in the city's fashion-forward East End, offering hip and wearable clothes for real women. Creative duo Kylie Radford and Richard Poulson founded the label in 2002, with Kylie heading up the design team while Richard takes charge of the bookkeeping. Named after the couple's kelpie cross, Morrison ignores passing seasonal trends and instead focuses on simple and beautiful classic lines. The duo's signature style is all about relaxed, multi-layered elegance and understated sophistication. Morrison's Soul winter collection is currently in store and features

timeless pieces made from natural fabrics, such as wool, silk and leather, all in muted hues. "There are elements of luxury, in the form of sensual-yet-simple velvet dresses through to our ever-popular tailored pants and jackets," says Kylie, who was the West Australian Designer of the Year in 2007. The upcoming Redemption summer collection includes pieces featuring pops of colour, with innovative and bold prints as well as an all-white resort line, both of which maintain the label's key qualities – timeless simplicity and laid-back style. The Morrison boutique opens its Adelaide doors on July 1. 245b Rundle Street, (08) 9335 7200, morrisonshop.com



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