

EXPLORE

EXOTIC EAST

The city's East End showcases designer labels, cutting-edge fashion, homewares and a hip culinary culture

words *anna randell* photography *randy larcombe*

Style stops

Wander down Rundle Street for high-end fashion, with stores dedicated to *Saba*, *Gripp jeans*, *Sass & Bide*, *Ilsa Ho*, *Calibre* and *Zimmerman*. Shop for basics and hip accessories such as '80s-inspired sunnies and spandex leggings at *American Apparel*, [08] 8223 2239, americanapparel.net.au. For exclusive US vintage fashion, head to *Midwest Trader* - rock 'n' roll tees, Levi's, western shirts and second-hand cowboy boots, [08] 8223 6606, midwesttrader.com.au. *Miss Gladys Sym Choon* emporium has been a favourite with fashion-conscious locals since the mid-'80s. Find glamorous evening wear by owner Razak Mohammed, who runs this iconic business with partner Joff Chappel. You'll also find hip labels such as G-Star, I Love Billy, Nicola Cerini, Dusk and Django & Juliette, [08] 8223 1500, missgladysymchoon.com.au. *Right Hand Distribution* in Ebenezer Place is a dedicated denim boutique with seriously hip brands such as Garbstore, Sugar Cane, Lips and Nudie, [08] 8359 3557, righthanddistribution.com. *Shop Five* is the hub of Oscar the Third designer Jessia Polk. This groovy space features floaty fashion from brands such as Shakuhachi, Niko and Lily jeans, accessories from Mogul and quirky homewares sourced from exotic locations, [08] 8232 1393. *Hero Design & Vintage Deluxe* has one of the best vintage collections in SA and staff who know their stuff (including former *Project Runway*'s Sophie Spalding). The focus is on the 1930s to the 1980s, and hard-to-find accessories and evening wear from the UK,

US and Europe, [08] 8223 1626. *Naked Boutique* is bursting with classic and cult labels (Natasha, Something Else, Swann Swimwear, Fashion Assassin) as well as carefully selected vintage pieces, [08] 8223 7699. For innovative new brands, check out *Envy Clothing* - you'll find exciting labels such as Lucky 13, Mother Maria (known for its vintage twist) and cute peep-toe shoes and accessories, [08] 8232 7722. *Cherri Bellini* is a high-end shoe emporium and a must for those with an Imelda Marcos-type fixation. Brands include Jimmy Choo, Marc by Marc Jacobs and Christian Lacroix, [08] 8232 2829, cherribellini.com.au. For quality bling, get a first-hand look at Stefano Trigatti's award-winning designs at *Trigatti Couture Jewellery and Co.*, [08] 8232 9988.

Bag it

Mary Martin Bookshop was first opened in the city in 1945. Today, it is a great space to browse an extensive range of fabulous fiction, travel, art, history, special-interest and kids books. Savvy staff are at the ready to recommend their faves, [08] 8359 3525, marymartin.com.au. When locals need a cute, quirky gift they head to *Bimbo*. It's also a top spot for picking up handmade jewellery, bags and cards by local designers, [08] 8223 4481, bimbonline.com.au. *Bauhaus* stocks a gorgeous selection of Mediterranean-inspired homewares and furniture, including mosaic bowls and leather ottomans, plus Arabic, Turkish and Indian jewellery and bric-a-brac, [08] 8215 0003. What they don't know about wine at *East End Cellars* isn't

worth knowing. The store stocks premium wines from small producers, both local and international, and can offer advice on what to select - they'll even arrange for it to be sent to your home, [08] 8232 5300, eastendcellars.com.au. Music aficionados head to *Big Star CDs and Records* for their fix of vinyl, CDs and band merchandise, and the impressive collection of second-hand, rare and collectable music from the '60s onwards. This is music heaven, [08] 8232 1484 myspace.com/bigstarstores.

Eat it

When the shopping's done, wine and dine in one of these top local restaurants. *Botanic Cafe* is always abuzz with people who enjoy an easy, Italian-inspired meal. Carrera marble, white leather banquettes and modern artworks give it a rich-yet-relaxed feel. Sit outside on a summer's night and watch the passing parade of people, [08] 8232 0626. *Eros Ouzeri* is an elegant restaurant, housed in a 1905 building (originally belonging to the Adelaide Fruit Exchange), and offers traditional Greek reinvented, [08] 8223 4022, erosouzeri.com.au. *Farina* is a buzzing, contemporary restaurant set in a hip New York alley. The menu has a compact range of small and large plates featuring Italian-inspired pizza, pasta, meat and seafood, [08] 8227 1007, farina.net.au. *Jasmin* is an award-winning restaurant and Adelaide stalwart, offering mostly north Indian-style cuisine. Staff are attentive, the wine list extensive and the curries delicious, [08] 8223 7837, jasmin.com.au.

hair and makeup: mary o'leary; model: vanessa; from: lezard; models: vanessa wears saba diamond dress, \$295, and saba bangle, \$79; photo bag is moose's own; location: rundle st. add: lade



Night life: Rundle Street in the East End is a must for shopping, dining and entertainment.