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A | LEONARD ST. OPENS ADELAIDE STORE |

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BY JAKI WOODS

Fashion News



Melbourne fashion label **Leonard St.** has just branched out into their first interstate venture after opening their shop front along **Ebenezer Place, Adelaide** – a creative hub for unique fashion and cute cafes.

Designer **Amanda McCarthy** established the label in 2004 and has since opened four stores – with three in Melbourne and now one in Adelaide. Amanda had Adelaide-based online customers begging her for an SA store – so she listened!

“We do send some online orders to Adelaide, so I knew there was an existing customer base there,

who knew and liked our products,” Amanda explains.

Ebenezer Place was a no brainer for the designer as she finds the eclectic vibe suits Leonard St. to a tee.

“The mix of cafes all spilling out onto the tree-lined street has a really appealing, relaxing atmosphere where people can take their time to browse.

“It’s the creative blend of artisan jewellers, artwork, small designers and vintage clothing that is so unique and a wonderful platform for small business.”

The store interior is simple and fresh using light wood and hints of pink to allow their signature quirky prints and bright colours pop, such as this season’s clashing coloured matchstick print and the adorable sloth printed on to t-shirts, pants and dresses.

Below are Amanda’s top three picks from her Spring Summer 2015-16 collection.

leonardstreet.com.au









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