



Maras Group supports Radford VIP night

Updated 2 July 2013

East end retail innovators, the Maras Group last week hosted an exclusive VIP night with Morrison owner and Head Designer Kylie Radford.

Kylie told "the Morrison story", gave guests styling advice and exhibited key pieces and looks from the Morrison Winter 13 Collection.

The exclusive evening was the third event in the Rundle Street East VIP Fashion Series hosted by Maras Group.

"For us, it's all about enhancing and strengthening the customer experience and relationship with our exclusive designer fashion boutiques. It's about innovation and creating unique consumer experiences in an age dominated by online retailing," says Maras Group MD, Steve Maras.

"We are looking forward to showcasing more of our designer boutiques in a series of VIP events for the second half of the year."

Featuring on the night were Pinehill Ridge wines (part of the Maras stable) and a sparkling wine from East End Cellars, along with a range of delicacies from the Adelaide Central Market.

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