

## LET'S GO SHOPPING AT... JACK LONDON

The overwhelming feeling of walking into a shop where new clothes line rack after rack, the exhilarating feel of the fabrics (well, for some!), the smugness of grabbing the perfect find, the excitement of nabbing a bargain, the sound of the cash register, the feeling of wearing something new... What's not to love about shopping? Each week *Rip It Up* takes you from store to store to peep the hottest fashion, accessories and homewares to come out of Adelaide. This week we head to Jack London and chat with designer and indie rocker Karl Bartl.

**Jack London all started when...**  
I got bored in a job that I wasn't happy with and wanted to do something that involved going to parties with attractive people, dressing up and drinking. I wanted to do something that reminded me of the Playboy mansion and having fun. I thought the fashion industry would be like this so I started a label.

**Where did you want to go with Jack London?** I wanted to create a lifestyle that was like the early mods - sharp suits, spending time with hot models and partying till late in the night. I couldn't play an instrument or sing so I thought this would be the next best thing.

**Who's behind it?** Me and the Factory X fashion company (behind Dangerfield, Alannah Hill and Gorman, to name a few).

**Music blaring through the Jack London speakers?** Mainly rock'n'roll.

**Besides Jack London, is there any other cool labels you stock?** We are getting four different types of sneakers in the store next week. They are derived from a collaboration

between Jack London and a Danish shoe company called Shoe The Bear. **What's walking out the Jack London door?** His name is Josh Millowick and he is the store manager.

**One standout thing at Jack London?** The mannequins.

**Tell us about your latest collection?** Inspiration is taken from any cat that ever looked cool in a suit. I define the collection by its slim silhouette, attention to detail and rock'n'roll aesthetic. It caters for the kid who is living on the pulse of the city and wants to look neat, sharp and cool.

**Describe the space you have created for Jack London stores?** Warehouse/art space/band space. A space where you don't feel like you walked into a menswear boutique but can relax and take in the culture.

**Hot shopping secret?** Jack London is the best menswear in the state.

**Website address?** <jacklondon.com.au>. Visit the website and subscribe to our mailing list, and be first to hear about all our VIP offers and discounts in store!



Jack London  
267 Rundle St.  
Adelaide.  
Call 82232500.  
jacklondon.com.au



## STYLE DIARY: THE CLIC FASHION FRIDAY

The Hilton Adelaide is snuggling up to Veuve Clicquot to form a bit of a clique - but no need to feel left out because you're invited. Join the clique to drink champagne from Veuve Clicquot, admire fashion from Angel Wings and Lisa Ho and taste delicious canapés from chef Dennis Leslie. They meet every Friday at Clic headquarters, Hilton Adelaide's Lobby Lounge, but seating is strictly limited so call 8237 0737 to secure your place.

The Clic Fashion Friday is on Fri Apr 30 from 3pm - 5pm at Hilton Adelaide, 233 Victoria Sq, Adelaide.

## GENERIC SURPLUS

Whatever you do, make sure you put your feet into two of these puppies (preferably left and right) from Generic Surplus.



Right Hand Distribution  
22 Ebenezer Pl, Adelaide.  
Call 8359 3557

## THE EYES HAVE IT

Smudge, draw, sharpen and coat with the latest eye candy. And by candy we mean make-up.

- 1/ Benefit BADGal Lash, \$38, 02 8353 5000
- 2/ Benefit Dual Sharpener, \$9, 02 8353 5000
- 3/ ModelCo Eye Pencil, \$26, 02 8354 6700
- 4/ ModelCo Turbo LashWand \$35, 02 8354



## MAGNOLIA SQUARE LAUNCHES IN ADELAIDE

Gagging for a bit of retail therapy? Magnolia Square will fix that. The Melbourne store brings new artists, designers, stylists, craftspeople and many favourite regular retailers to their pop up shop in the Norwood Concert Hall. Local retailers exhibiting their respective homewares, jewellery, clothing, accessories, textiles, furnishings,

stationery and gourmet food (phew!) include SISKEN, Type Key, Angus And Celeste, And Me Too, Leoni And Vonk and Red Wagon. Be quick because it's only popping for three days. Magnolia Square will be at the Norwood Concert Hall, 175 The Parade, Norwood from Thu Apr 22 until Sat Apr 24.

