



Rundle Street East VIP Fashion Friday!

Posted by Kelly Noble

Rundle Street East has got your Christmas shopping sorted with a very special event happening on Friday the 13th of December. From 5:00pm – 9:00pm there will be fantastic specials and discounts across all 11 of their participating boutique designer fashion stores as part of the Rundle Street East VIP Fashion Friday!



Wander from store to store and experience the very best in fashion, including exclusive offers, discounts, gifts, drinks, nibbles and so many exciting and different things happening in each store, which includes: Alannah Hill, Jack London, Zimmermann, Calibre, Tigerlily, sooki, Mimco, sass & bide, Morrison, Gorman and SABA.

Rundle Street East VIP Fashion Friday will be held in conjunction with the East End chapter of the Yelp Shop's Local campaign held by Yelp Adelaide. Yelp is asking Adelaidians to give a gift that keeps on giving this Christmas by shopping local.

A range of Rundle Street East's stores will be participating in the event including: Council of Objects, Studio Eco, on Ebenezer Place, and old favourite BIMBO, on Rundle Street. Each business will be offering a special discount from 25 November – 25 December for those who check-in on Yelp's free mobile app while in store.

On top of all of this excitement, Friday the 13th of December also marks the second date for the new season of "Summer Fridays in the East End" markets located on Ebenezer Place.

Rundle Street East property owner and organizer of the VIP Fashion Friday, the Maras Group, is pleased to be once again rolling out another Friday night of fun and activity leading up to Christmas, following on from last year's Live Mannequin Friday event. Group Managing Director, Steve Maras said "these sorts of events really get people out and about and into the festive spirit. It's fantastic to see so many of our designer fashion stores participating in this year's event, each one offering something different and giving people the consumer experience to continue supporting bricks and mortar retail".

Make sure you mark this spectacular event down in your diary. These amazing specials, in-store gifts and events will be on for one night only, so don't miss out!