

Finest names in fashion at new stores around town



BEC GILL
FASHION WRITER

ADELAIDE style addicts are set to get the labels they crave, as a new wave of fashion houses sets up shop around town.

West Australian streetwear chain Live opened its second South Australian shopfront yesterday at Westfield Marion, replacing a gift shop.

Spokesman Hayden Marchetto said the company was responding to local uptake and was considering a third store.

Luxury Australian swimwear label Zimmermann will open next month on Rundle St in the city, forming part of a fashion strip of elite high-end retailers.

Co-founder Simone Zimmermann said there seemed to be much optimism in the state. "That gives us confidence we will be well received by local fashion shoppers," she said.

Local designer Liza Emanuele has just opened her first free-standing store on King William Rd.

At Westfield Shopping Centres, a General Pants is scheduled for Westfield Marion in November, while a Pandora jewellery store will open in Tea Tree Plaza.

Steve Maras, managing director of the Maras Group, which owns much of the south side of Rundle St, said several high-end label stores had wanted to open in Adelaide for some time. "They all said they wanted to come but they wanted to be next to each other," he said.

Mr Maras said once Gripp Jeans and Sass & Bide were able to get into the space, the major labels followed.

Saba opened last week. Lisa Ho will open in November and luxury menswear brand Calibre opens today.

An Alannah Hill store could be next for the city precinct.



TAKING STOCK: Live sales manager Natalie Hanna at the new Marion store yesterday and, top, manager Josh Ridley.
Pictures: ALICE PROKOPEC

“ If we were talking about that many deaths in a war zone or something like that, there'd be a public outcry. **”**
- SUPERINTENDENT MARK FAIRNEY

Alarm on soaring youth road toll

DOUG ROBERTSON
POLICE REPORTER

THE number of young South Australians killed in road crashes is now double what it was at the same time last year - and police are frustrated at the senseless loss of life.

The death of 22-year-old Corey Fitzgerald near Cummins on the Eyre Peninsula on Saturday brought to 34 the number of road deaths for people aged 16 to 24 - exactly double what it was last year.

Mr Fitzgerald was the nephew of SA's Davis Cup captain, John Fitzgerald.

The state road toll of 84 is 24 more than it was at this time last year.

Among the dead are 15 teenagers aged 16 to 19 - up from eight at this time last year - and 19 people aged between 20 and 24.

There were 12 road deaths in the 20 to 24-year-old age group last year.

So far this year, 177 people aged 16 to 24 have been seriously injured in crashes, which is actually less than the average for that age category over the past three years.

But that's cold comfort to so many South Australian families living with the horror of having the life of a young son or daughter cut short.

Superintendent Mark Fairney of the Police Traffic Support Branch said many of those lives could have been saved if drivers had taken more care and stayed attentive

ROAD SAFETY CAMPAIGN '09



The Advertiser

on the roads. He said drivers should also choose not to speed, drink alcohol, take drugs before driving or use their mobile phone when behind the wheel.

At least one of those factors contributed to the 34 road deaths involving young drivers this year, Supt Fairney said.

"That's a frightening statistic to reach," he said.

"It's a real concern, not just to police but to everyone, that young people are killing themselves on the roads.

"If we were talking about that many deaths in a war zone or something like that there'd be a public outcry.

"With kids 17 to 24 being taken out on the roads, we're sort of losing a generation."

Young adults aged 17 to 24 comprise just 11 per cent of the population but account for 28 per cent of all road fatalities and 27 per cent of serious injuries.

Nearly 74 per cent of the people who die on the roads and 62 per cent of those seriously injured are male, while 67 per cent of drivers who die or are seriously injured in rural areas live in the country.



- ✓ 10-15% Return on your money when you invest in Solar Power
- ✓ Pay for the initial outlay in under 10 years
- ✓ 25 year performance warranty on Solar Panels
- ✓ Save approximately \$35,000 on your electricity bills over 25 years*
- ✓ New Rebate NOT means tested
- ✓ Great returns for shacks/holiday rentals

CALL US TODAY:

8152 0314

or visit the showroom this Saturday at 226 Grange Rd, Flinders Park

OPEN DAY
THIS WEEKEND ONLY

9am - 4pm SAT

See how it works at

226 Grange Rd, Flinders Park

www.adelaidesolarsystems.com.au



INVEST IN YOUR FUTURE
With **SOLAR POWER**

*Savings based on a 1.5 kW System returning 30% back into the grid and electricity prices increasing 5% pa.