



Stephanie Rinaldi from Maras Group in Alannah Hill boutique, Rundle Street. Pic: Tricia Watkinson.

SA Business

Rundle St dresses to impress for Fashion Friday

Belinda Willis, The Advertiser

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BOUTIQUES from Rundle Street East are teaming with international brand Hilton Adelaide to raise their profile as a higher end fashion strip.

The retailers are holding a Fashion Friday event in early August with plans to attract Adelaide's "fashion faces, fashion blogging community and fashion enthusiasts" with Stephanie Rinaldi, who coordinates marketing and communications for the Maras Group, saying the retailers felt the event was a good fit for their brands.

"With Hilton Adelaide being the internationally recognised upscale brand that it is, we are fortunate that their demographic speaks of a similar one to our own — one of quality," Miss Rinaldi said.

Models from Finesse agency would take to the catwalk in clothing from Alannah Hill, Gorman, Jack London, Leonard St and SABA with Ms Rinaldi saying the strip held its own among the city retail sector by being home to the more up-market brands.

The Maras group owned a strip of stores in Rundle St East and worked to promote their retailers with Ms Rinaldi saying campaigns tended to switch focus from fashion to eateries in seasonal advertising.

“The Rundle St East fashion district sets itself apart from other CBD areas because of the type of location, people come down to this end of the city for quality designer fashion,” she said.

Adelaide Fashion Festival’s creative director Chris Kontos was co-ordinating and styling the fashion parades on August 12.

Hilton Adelaide general manager Peer Norsell said the organisation’s Fashion Friday was continuing to expand and explore opportunities and partnerships with local South Australian businesses.

“This is an opportunity to not only provide guests with a fantastic dining experience at Coal Cellar + Grill but also to provide them with a sneak peek into the coming fashion trends. We want to create an atmosphere where people can interact, drink, eat and enjoy,” Mr Norsell said.

“Partnering with another South Australian business — Rundle Street East, supported by Maras Group, highlights the direction we want Fashion Friday to carry moving forward.

“We’re continually working with businesses such as Aus. Fashion Labels and Burnside Village and want this to continue to evolve so that this remains a ‘must attend’ event in Adelaide.”

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