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East End To Host AFF17 Vogue Festival Street Wrap Party

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BY MOLLY PETERS ON AUGUST 18, 2017 [ADELAIDE FASHION FESTIVAL](#), [BREAKING](#), [GLAM ADELAIDE MEMBERS](#), [LIFESTYLE](#), [WHAT'S ON](#)

Join the fashion set for the highly anticipated official **Vogue Festival Wrap Party** hosted by East End Social. The inaugural day-time event will be held on Saturday 14 October 2017 on Vardon Avenue, thanks to presenting partner Realm Adelaide.

The ticketed street party will be a key event on the Adelaide Fashion Festival and the Vogue Festival programs and will feature a gorgeous Spring/Summer 17/18 runway show from some of Australia's most revered and illustrious labels that are trading in the East End.

Ready to wear trends from brands like sass & bide, Alannah Hill, Naomi Murrell, Morrison, Jack London, Harvey the Label, Tigerlily, M.J. Bale, Metalicus, SABA, Bauhaus, Jack London, SOOKI, Tony Bianco and Leonard St will hit the runway. The finale will pay homage to Australian Fashion Labels, who this year celebrate their 10 year anniversary.

East End Social will merge fashion with Adelaide's thriving music scene with live DJ sets. Vardon favourites, East End Cellars and Mothervine will provide a selection of drinks, from bespoke mixed cocktails to local wines, beers and gins. Ticket holders can expect a delectable array of roving canapes served throughout the day that will be bursting with spring flavours.

The overarching theme is "Indulge your senses" and event styling will also feature pops of neon pink – the Vogue Festival colour.

Events like this couldn't happen without the support of generous Adelaide businesses. Our presenting partner Realm Adelaide, the city's "most fashionable address," is joined by East End Adelaide, Rundle Street East, The Maras Group, East End Cellars, Mothervine, Novatech, Fotobase, Logic Films, Brand SA iChooseSA campaign and Events SA.

With limited spaces available, East End Social will be a unique fashion experience unlike anything available on the AFF program and people are encouraged to get in quick to avoid disappointment.

East End Social will be held on Saturday 14 October 2017, 1-5pm. Tickets cost \$89 + GST & booking fee per person and can be purchased online at www.adelaidefashionfestival.com.au or directly at www.bitly.com/eastendsocialtix.

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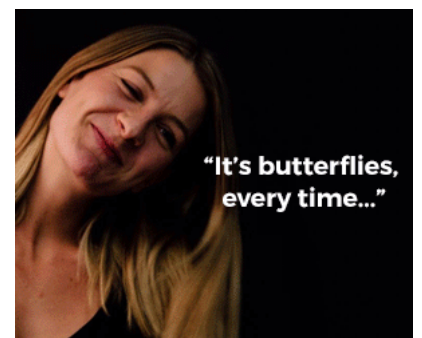
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This event joins the exciting new two-day Vogue Festival event presented by Vogue Australia in partnership with the City of Adelaide, Rundle Mall and South Australian Tourism Commission. Held on Friday 13 and Saturday 14, Vogue Festival will take place in conjunction with this year's much anticipated Adelaide Fashion Festival (AFF).



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ABOUT AUTHOR

MOLLY PETERS

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ABOUT

Glam Adelaide is a news website dedicated to bringing you the best of South Australia. Established over 10 years ago, we pride ourselves in supporting local business. We cover everything from what's new, lifestyle news, events, launches, music, food & wine, fashion and more.

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