

by young Australian designers

**Major labels:** Moodswinger's own designs and other Australian labels such as Saint Augustine Academy, Thousand Reasons, Pop Issue and Silence is Nothing

**Hit prediction:** Winter is going to be about finding that fitted individual jacket that nobody else has and that rare leather piece that you make your own and wear to everything.

#### 4. Shop Five, shop 5, 4-10 Ebenezer Place

**Owned by:** Jessian Polk

**Core business:** women's fashion and lifestyle products from around the globe

**Major labels:** Uma and Leopold and NIko, Oscar The Third (Jessian's label)

**Other:** MOR Cosmetics and Skincare and one-off items of jewellery and homewares from around the globe.

**Hot product:** Oscar The Third winter collection and Oscar Organics, all organic cotton, due in store in September.

#### 5. Lamour, shop 4, 4-10 Ebenezer Place

**Owned by:** Juan and Peral



3. Oliver at Moodswinger

4. Molly at Shop Five

**Core business:** women's wear, accessories and shoes imported from Korea, Japan, Hong Kong

**Major labels:** No specific labels but pieces by Asian designers. The style is quite different from Australian or Western fashions.

**Hot products:** affordable bags, jewellery and accessories including belts, scarfs, leggings and shoes.

#### 6. First In Flight, shop 7, 7 Ebenezer Place

**Owned by:** Ben and Amy Stephan

**Core business:** Retro-style sneakers, imported denim and T-shirts.

**Major labels:** Nike, Reebok, Asics, New Balance, Puma, DC, Carhartt and Stussy

**Other:** Nike due to Adelaide's hip hop scene which has a strong affiliation with the brand. Smaller street labels imported from the US such as Alphanumeric, Acrylick, Akomplice, Cake and Foosh.

**Hot product:** Nike Max 90's are so hot right now. Hightops have also been really strong. The trend is away from the bright-coloured shoes back to the classic clean and simple colours.



5. Juan at L'amour

6. Adam at First In Flight

### THE ORIGINAL.

HANDWOVEN FROM WEATHER-RESISTANT DEDON FIBRE.



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