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Clothing Label Worn By The Stars Opens Up Shop In Adelaide's East End

BY GLAM ADELAIDE ON NOVEMBER 17, 2015

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Well known Melbourne label, Leonard St. is hitting Adelaide and with its cool, elegant and interesting design that are already making a splash amongst the stars!

Founded by Amanda McCarthy in Melbourne in 2004, Leonard St. draws inspiration from the aesthetic of London style, taking its namesake from a vibrant street in East London.

McCarthy designs most of the prints by hand – she is a lover of prints and colour, and uses only beautiful fabrics in her dedication to create unique pieces which will endure years of love and wear.

The collections are inspired predominantly by silhouette and colour and the garments are made using strong colour palettes and bespoke prints each season. McCarthy worked in retail, then buying, visual merchandising, film wardrobe departments and styling before trying her own hand at design and launching Leonard St. High profile fans of Leonard St. include Katy Perry and Florence Welch, Clare Bowditch, Saskwatch and Ella Hooper.

Leonard St has produced collaborations with Australian high street chain Sportsgirl, luxury car brand Porsche, and has a few more projects on the drawing board. Plus the designs have graced the catwalks of Melbourne, London and Beijing.

And now... *insert drum roll* Leonard St. has now opened its first Adelaide store! How exciting! It has settled nicely into the highly sought after Ebenezer Place in Adelaide's leading boutique designer East End district.

After a cracking launch party which saw the fashionistas of Adelaide enjoy a browse of the new summer collection whilst indulging in some bubbly and local eats from the adjoining East End Providore, the store is set and ready for everyone to go in and check it all out.

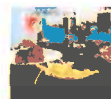
If you weren't already in love with this new fashion label before it hit our wonderful city, Amanda McCarthy's ethical and fair trade ethos will certainly get you over the line. Leonard St. is committed to ensuring improved manufacturing conditions and promotes sustainability in the countries where their product is made.

East End property owner and CEO of Maras Group, Steve Maras, was delighted to secure Leonard St. into Ebenezer Place saying "we wanted a leading retailer for Ebenezer Place to complement the diverse mix which we now have in the street and Leonard St. ticked all the boxes. The brand will capitalize on the growing trade and increasing popularity of Ebenezer which over the last few years has become one of Adelaide's leading little streets".



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McCarthy thought Ebenezer Place was a fitting match to her fashion label she states that, "The mix of cafes all spilling out onto the tree-lined street has a really appealing and relaxing atmosphere... It's the creative blend of artisan jewellers, artwork, small designers and vintage clothing that is so unique and a wonderful platform for small business".

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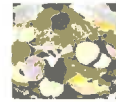
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