



[Home](#) | [About us](#) | [Advertiser](#) | [Advertisers](#) | [Jobs](#) | [Events](#)

## Exclusive bespoke evening at Rundle Street's SABA boutique

Updated 10 May 2013

This week, Rundle Street East's SABA boutique hosted a bespoke fashion event for guests, sponsored by progressive East End property owner and business, The Horas Group.

Guests were spoilt with personal tailoring from SABA's personal brand fit specialists, Marilyn Tafts, as well as specials and gifts on the night. Guests were taken through SABA's new Autumn/Winter collection while being treated to professional styling tips from SABA's in-house style team.

Guests enjoyed Pechill Bridge wines (part of the Horas stable) and Peroni beer and noshed on a range of delicacies from popular Adelaide foodie, The Canners.

Guests on the night included Manifold SA's David West, Algo Real Marketing Managing Director John Whelan, Horas Group CEO and fashion lover Tina Mihalek and local fashion designer Cristina Trotta from Culture + Love + Madness and Jamie Gartside.

There were specials on the night, take-home goodies and last lucky guests took home amazing door prizes worth \$300 each. This exclusive, bespoke event was conceived by Horas Group, the second such event in a planned series of Rundle Street VIP fashion nights.

"Kylieade's fashion set is creating more of these kinds of exclusive, in-store VIP nights," says Horas Group Managing Director, Steve Horas.

"We are working closely with a number of our designer fashion boutiques to create products and events to enhance and strengthen the customer experience and introduce a new audience."

"It's about being innovative and creating quality consumer experiences in an age where online retailing is making some noise. It was simply fantastic to see the take-up of this event, and as the year progresses we have plenty more nights planned to entertain the trend-setters on Rundle Street East."

## Top In-business SA News stories

Updated 10 May 2013

**Friedman University opens New Venture Institute at Tanunda Park**

Friedman University this week opened the Friedman New Venture Institute, to "give a distinctive focus... [Read story](#)

**Business costs biggest Federal issue for SMEs** - [Business SA](#)

Cutting the cost of doing business is the major policy concern for small business owners. [Read story](#)

**Federal Opposition TR policy 'heading in right direction'** - [Business SA](#)

Fed Business Indo, Business SA, has welcomed the Federal Opposition's TR Policy as offering potential. [Read story](#)

**BankSA cuts standard variable home loan rate to 6.32%**

BankSA will cut its standard variable home loan rate by 0.25% to 6.32% per annum. [Read story](#)

**Cellar Door Wine Festival Adelaide wine national meetings award**

Adelaide's Cellar Door Wine Festival, created and hosted by the Adelaide Convention Centre, has won top. [Read story](#)

**Adelaide-based PayPay, access2billpay payment platforms in global launch**

A group of Adelaide business people and academics have launched a new payment system which. [Read story](#)

**Sticky Rice opens Asian Villas luxury accommodation**

Sticky Rice Cooking School has opened three new Asian-themed luxury villas in a unique food. [Read story](#)

**PricewaterhouseCoopers Federal Budget Breakfast at Crown Plaza**

South Australian accounting and financial advisory firm PricewaterhouseCoopers is holding its pre-budget Federal Budget... [Read story](#)

**"Positive" response to new state brand – project leaders**

## ENTER FAST MOVERS

Win \$10000 CASH...

[Get nomination form](#)



Current  
Print  
Edition

## SA TOP COMPANY LISTS

[Click here](#)

### Refer A Friend!

Find out the benefits from referring a friend... more

### Subscribe Now!

Turn knowledge into profit... don't miss out! more

### Free Trial Offer!

Get a Free Trial Copy of  
in-business  
magazine  
mailed to you!  
[Click here](#)

**GOLD  
Networks  
2012**



Intelligent networking...  
the key to  
growing your  
business

