



Gorman's spring fashions will be in store from mid July

Vibrant MIX



Creative influences come in many guises. For fashion designer Lisa Gorman, a Kenyan patchwork bag found in Paris is partly responsible for the "80s Afro vibe" in the Gorman winter collection.

"The bag inspired a print and the colours. There's a lot of orange, ginger and gold through the collection," she says.

The burst of colour is something for which Melbourne-based label Gorman is well known.

"Colour is important and it looks good in Australia," Lisa says.

The winter collection contrasts stripes and spots with exclusive prints – Nomad and Afro – and luxe textures including leather and sequins.

The range offers a mix of skirts and dresses, trench coats, cardigans, leggings and shorts, all of which can be seen at the label's new Adelaide boutique in Rundle St.

It is Gorman's 14th shop and the official opening, held last month, was followed closely with a 15th in Sydney. Rather than a sign of rapid expansion,

Lisa says it is a case of the right locations becoming available at the same time.

A former nurse, Lisa launched the Gorman label 12 years ago. While art and design were passions, she was encouraged to follow the rest of her family into the health sector. The interest in design didn't go away so in between nursing shifts, she juggled a role with bridal designer Mariana Hardwick.

She did a one-off collection for a friend's gallery and when it sold out, she realised it was an avenue worth pursuing.

"I was really designing for my friends and I – and I still do. I describe the label as modern and youthful but it's not young, it has appeal for all age groups," Lisa says.

In the past few years, accessories, shoes and an organic line have all been included.

"Once the fabrics became available I thought it would be negligent not to use them," she says.

"We've really extended to sustainability now across the business. The organic line is designed to blend with the range, not stand out."

Gorman is at 245a Rundle St, Adelaide, phone 8232-8410



SHADES of green

A job in the building industry provided Corrine Ormsby with the inspiration she needed to open Goodwood fashion boutique Levant.

Working in new home sales for a company specialising in sustainable and energy efficient homes, Corrine was won over by green principles.

However, when it came to fashion, she struggled to find anything that met her needs.

"I looked but I couldn't find much. My first discovery was Pure Pod which I ordered online," she says. "I thought there's a niche here that I could fill."

She opened Levant about seven months ago with the aim of "offering informed choices and a piece of connection" for Adelaide consumers.

"We've become really disconnected in the community," Corrine says, adding she chose Goodwood for its sense of community, the nearby Adelaide Showground Farmers' Market and like-minded businesses such as Waste Not, Want Not.

Her fashion brands aren't all organic but do make "considered" choices about the way they do business.

"A lot of people think of organic as hippy and I wanted to show people you could have good fashion that was also sustainable," she says.

Corrine stocks six main labels including her favourite eco-luxury brand Pure Pod which uses high quality fabrics and only soy or water-based dyes.

She's also stocking Layer'd, a new company from Melbourne, which uses Merino and Egyptian cotton blend fabrics.

"They're not organic but the ethos behind the company is good," Corrine says.

Other labels include Skin & Threads, Project 332 by Tiffany Treloar, and Yogini Streetwear, as well as jewellery by Utopian Creation and Queen B candles.

Levant is at 131 Goodwood Rd, Goodwood, with parking at the rear.