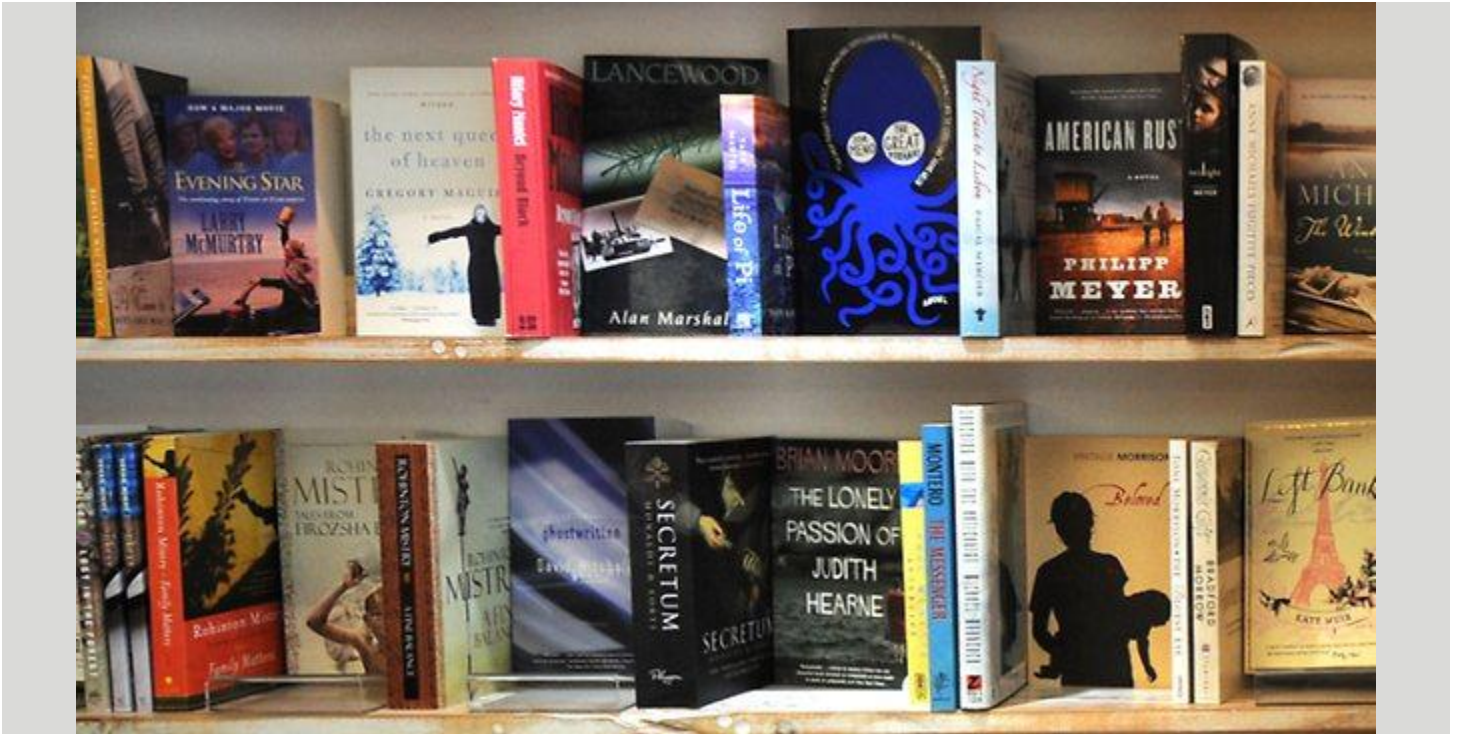


Mary Martin Bookshop site reincarnated as fashion store MIMCO

Tim Williams, City Messenger
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THE former Mary Martin Bookshop site on Rundle St has been taken over by fashion accessories retailer MIMCO.

The much loved book seller was forced into voluntary administration last September with debts of \$1.4 million, attributed to a failed Norwood expansion and the widespread retail malaise.

Rundle St landlord and Maras Group managing director Steve Maras was pleased to add MIMCO to the raft of high end fashion outlets in Rundle St East, which include SABA, Gorman, Morrison, sass & bide and sooki.

"We are delighted to have been able to secure, once again, such a popular Australian brand back to the East End," he said.

"With the unfortunate demise of the Mary Martin Bookshop in September, a rare opportunity arose for this prized retail space and demand for the tenancy was exceptionally strong, further highlighting the strength of the precinct as Adelaide's premier designer fashion destination."