

SUCCESS STORIES

sass & bide



sass & bide is one of Australia's most respected and loved fashion labels, recognised globally for modern, distinct designs.

sass & bide is the namesake label of Sarah-Jane Clarke (sass) and Heidi Middleton (bide). These best friends broke the rules, followed their hearts and today enjoy international success. A former accountant and advertising art director, they are an anomaly in an industry where fashion college or working as a design assistant is rite of passage.

The sense of free-spirited confidence and contradiction that defines their personal sense of style provided the inspiration for the initial denim collection and the incredibly successful 'east village hipster' jean in 1999.

Within two years the collection expanded into seasonal ready to wear, evolving from an underground phenomena in Australia to the runways of New York and London fashion week which gained the pair international recognition.

With a digital and social media audience of over 200,000, plus 18 boutiques nationally (including New Zealand), 18 sass & bide at MYER, a hugely successful online store and over 200 international stockists, sass & bide enjoy significant national and international reach.

Why did you choose Adelaide CBD as a location?

We launched our sass & bide, Rundle Street store in May 2009. We chose Rundle St for its strong designer retail mix.

What makes you confident about the future of the Adelaide CBD? We feel very confident for future success as the Adelaide CBD because of the long standing success of existing retailers, the international repute of the City, plus Adelaide people are fashion mad!

Could you describe your typical customer? sass & bide is more a way of being, rather than a label that is defined by age, race or culture. Our wearer embraces the essence of life and all that it has to offer. She was born with an innate sense of style and an eye for design. She resists mediocrity and is at ease when expressing her creativity through her style of dressing. Humour is also an integral part of her nature and is seen in her creative expression.