



## REGULARS

### Opinion [P6]

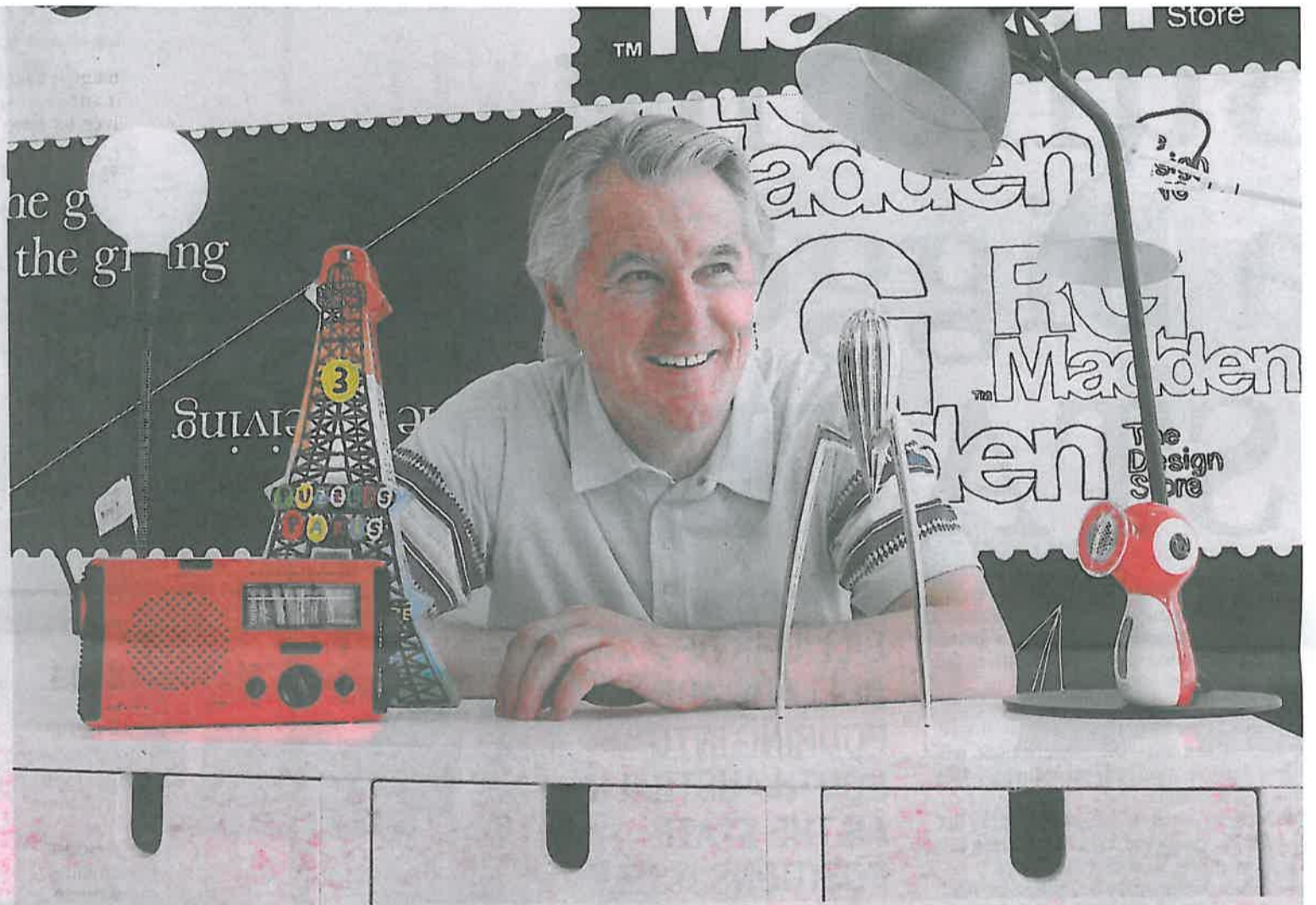
Reform is desperately needed to the skills and training sector to make SA more competitive. Business SA argues.

### Calendar [P16]

### Skin in the game [P14]

Bradley Dowe proves he has faith in Legend

## FASHION LABELS ARE EYEING THE ADELAIDE MARKET [p7]



# Retailers flock to Adelaide

ON THE WALL  
RG Madden  
store director  
Ross Madden.

**T**HREE new national retailers will open their doors in Adelaide in the next month, adding to the more than dozen that have come to the state in the past year.

In a vote of confidence in SA's retail sector, RG Madden - The Design Store will open on Victoria Square this week, and fashion retailers Jack London and Alannah Hill will open in Rundle St in January.

Several high-end national fashion retailers have opened their first South Australian stores in recent weeks including Lisa Ho, Zimmermann, Calibre and Ed Hardy.

Other brands rumoured to be eyeing off Adelaide sites include Apple, Domayne, Fossil, Typo, Armani Exchange, Ralph Lauren and Guess.

"The attitude to Adelaide of national retailers is changing, and people are seeing the city as

somewhere that is worth opening up," Knight Frank retail leasing executive Alison Sorrell says.

"Before the financial crisis everyone took a huge breath and thought the whole country was going to go under, but the national retailers were finding things were still ticking along in Adelaide."

Melbourne-based RG Madden director Ross Madden says making the move to Adelaide was based on a "gut feeling."

"To be honest a lot of people say, 'what are you going to Adelaide for?' but this is a sophisticated city, it has a million people living here - Adelaide people are no different."

"If we are successful, word spreads and all of a sudden there is a change - It is like a pendulum, and I would say the pendulum has swung."

The retail revival is backed up by the statistics.

A recent report from property

consultants CB Richard Ellis found vacancy rates had fallen in most of Adelaide's prime retail areas, with South Australia recording the strongest overall retail rental growth of any Australian state.

Zimmermann co-founder Simone Zimmermann says she is confident the Adelaide market will perform well for the company. "One of the places we thought we knew we had a loyal customer base because of our wholesaling was Adelaide, and it was just about the right store and the right time."

Designer Lisa Ho, who was in Adelaide last week to open her first SA store in Rundle St, agreed, saying she had been looking for the right store for the past four years.

It is such a big investment it is pointless going into an area that is not right," she says.

- Sarah Martin

## Hanging up their shingle

### ADELAIDE'S NEW RETAILERS

- RG Madden - The Design Store
- Lisa Ho
- Saba
- Zimmermann
- Ed Hardy
- General Pants Co
- Pandora
- Alannah Hill
- RG Manning
- Jack London
- Sass and Bide
- Calibre
- Super Amart
- Baby Bunting
- G Star
- Hype DC
- Gripp
- Sass & Bide