

Fashion doors open for the stylish young

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THE doors of new youth-oriented fashion chains are flinging open across Adelaide, with consumers set to benefit from an unprecedented style bonanza.

Industry commentators say retailers are catering to an increasingly fashion-

savvy demographic with disposable income. High-end fashion label Saba opened its first free-standing store in South Australia over the weekend.

Saba general manager David Mullen identified Norwood as a fashion-conscious community.

Mr Mullen said Saba had received many requests from

customers to bring a more extensive offering to the growing Adelaide market.

In Rundle Mall, streetwear brands G-Star and Hype DC have opened their first Adelaide stores. Gripp Jeans opened last week in Rundle St and designer label Sass & Bide will open in April.

Style in the City stylist Lisa Cimmino said chains had be-

come aware that Adelaideans had been travelling interstate to get their fashion fix.

"Retailers now want to capture that market," she said. Ms Cimmino said a large portion of these consumers were not affected by the economic downturn.

Independent retail consultant Stirling Griff said: "The best businesses continue to

prosper and that's why you have national chains deciding to open up in a market that others might consider to be fraught with danger."

Steve Maras, from The Maras Group, that manages the Sass & Bide and Gripp Jeans sites, said two other national operators were waiting to come into Rundle St if there was an opening.



Edgy on runway

L'OREAL Melbourne Fashion Festival has kicked off with a high-powered display from some of fashion's biggest names.

Champagne and celebrity spotting gave way to serious frock watching as names such as Ksubi, Sass & Bide and couture kings

J'Aton took to the runway at the festival's Docklands home.

Guests, including Dannii Minogue, Doutzen Kroes and model coach J. Alexander in the front row, saw a focus on denim and edgy designs destined for the young - and young at heart.

FLOURISH: Jennifer Hawkins wears a Toni Maticevski creation for the Myer collection in Melbourne. Maticevski was the toast of New York Fashion Week.