



1. Naomi, Jad and Jessie at Midwest Trader 2. Chloe Spalding at Hero

FASHIONABLE ADDRESS

The “secret lanes” of Ebenezer Place and Vardon Avenue, behind the southern side of Rundle Street, are developing into an edgy fashion precinct.

Here’s a sample of what’s on offer:

1. Midwest Trader, shops 1 & 2, 4-10 Ebenezer Place

Owned by: Jad Green and Kate Tomkins

Core business: Teenage market heavily influenced by music-based labels and merchandise.

Major labels: Black Market Art Clothing (vintage wash tees designed by tattoo artists from Huntington Beach, California); Sailor Jerry Clothing (tattoo-inspired clothing by legendary artist Sailor Jerry Collins from Philadelphia); Fabricali (hip LA street label); Lucky Mule (Rockabilly and hotrod-inspired tees from San Francisco); Miss Hussy Clothing (’50s-inspired glamour girl label from Las Vegas)

Other: Wheels & Dollbaby, Route 66, Faster Pussycat, Dickies, Vans, Macbeth, vintage clothing from LA, pre-worn cowboy boots from New Mexico.

Hot product: Dropdead Clothing designed by singer Olly Sykes from UK hardcore band Bring Me the Horizon.

2. Hero Vintage, shop 5, Ebenezer Place

Owned by: Shirley Luxton and managed by daughter Chloe Spalding

Core business: the best and most fashionable women’s vintage clothing and accessories. Specialise in 1940s to 1970s but have stocked pieces from 1890s up to the 1980s.

Major labels: Cocktail and formal wear, hats and gloves, vintage daywear with designer vintage labels including Chanel, YSL, Dior and Givenchy.

Others: Frank Usher, Zandra Rhodes and Guy La Roche.

Hit prediction: As a reflection of the global credit crunch we think women will be more selective about the pieces they buy. Vintage is the perfect option offering exclusivity, quality, while still being fashionable with an edge of difference.

3. Moodswinger, shop 11, 7 Ebenezer Place

Owned by: Luke Schapel and Tony Mitolo

Core business: men’s and women’s fashion

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