

Business News

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Business

Luxury brands lining up for Adelaide's premier retail sites

- by: **Giuseppe Tauriello**
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TOP END OF TOWN: Svenja Single and Amy Ryan are looking forward to the imminent opening of high-end stores Topshop and Tiffany and Co in Rundle Mall. Other fashion juggernauts Gucci, Prada and Louis Vuitton are also being courted to set up in the Mall.

Source: News Limited

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LUXURY international brands, including Burberry, Gucci, Louis Vuitton and Ermenegildo Zegna are circling Adelaide's premier retail sites, led by Topshop which is a step closer to setting up shop in a revamped Rundle Mall.

The UK fashion retailer has made offers to lease two retail sites in the Mall precinct while the other four prestige retailers have been lured to Adelaide by the Rundle Mall Management Authority and the State Government's London-based Agent-General Bill Muirhead.

TELL US: What shops would you like to see in Rundle Mall?

Rundle Mall Management Authority chairman Theo Maras confirmed the retail coup on Thursday, **before announcing he would step down as chairman of the Authority when the \$30 million Mall upgrade is completed in October next year.** (<http://www.adelaidenow.com.au/news/south-australia/rundle-mall-management-authority-chairman-theo-maras-to-step-down-on-completion-of-mall-upgrade/story-fni6uo1m-1226760069188>)

He said Prada and Louis Vuitton were also being courted by a number of city landlords.

"They're lining up to come in," he said.

"Australia, and in particular South Australia, is seen as a very, very good retail destination and therefore the homework has been done, the shop modelling has been created, the designs have been done - I've seen the designs of all the top-end retailers and they're slowly but surely coming.

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(<http://www.adelaidenow.com.au/entertainment/celebrity/photos-fni0b8dx-1226759734162>)

"It's not just the work of the Rundle Mall Management Authority, the Government has been involved, the London office of the Government, the trade envoy in London has been involved."

Last year the State Government instructed the Mr Muirhead to approach global high-end retailers to establish a presence in Adelaide.

The influx of international retailers expected to arrive in Adelaide will be spearheaded by Tiffany & Co which is fitting out a North Tce shopfront in the Adelaide Central Plaza in preparation for an October launch.

Mr Maras urged South Australian shoppers to support the influx of new high-end stores.

"We don't want people to come in and then move away because things aren't happening," he said.

"All of the international brands do their market research thoroughly and the international brands are absolutely and totally over the top with Australia.

"We won't need to go to Melbourne to buy our gear - we'll be able to buy our gear here in Adelaide."

3 comments



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brett

32 minutes ago

Lot's of window shoppers and few buyers , gone in 12 months . Get some real shops for the real people.

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