

MIMCO returns to Rundle Street

Posted by Kelly Noble on Dec 21st



Today sees the return of fashion accessories favourite MIMCO to Rundle Street, bigger and better than ever! The new MIMCO store has opened in the space previously occupied by the Mary Martin Bookshop, nestled between fashion heavyweight, sass & bide, and long term East End favourite, the Palace Nova Cinemas. With a bigger store than their previous one and a brand new amazing shop fit... MIMCO is back with a bang!

MIMCO is one of Australia's most loved, leading accessories brands, with retail spaces that are places where women can experiment and play around with a huge range of jewellery ranging from delicate pieces to eccentric, quirky ones. For years MIMCO has also been leading the way in beautiful leather bags and other wonderful accessories such as hats, gloves and scarves.

"We are delighted to have been able to secure, once again, such a popular Australian brand back to the East End" says Maras Group Managing Director, Mr Steve Maras. With the unfortunate demise of the Mary Martin Bookshop in September, a rare opportunity arose for this prized retail space and demand for the tenancy was exceptionally strong further highlighting the strength of the precinct as Adelaide's premier designer fashion destination."

MIMCO joins a number of other powerhouse fashion brands along Rundle Street East including SABA, Gorman, Morrison, sass & bide, LISA HO, sooki, Calibre, Zimmermann, Jack London, Alannah Hill and many others.

With so much buzz surrounding today's inaugural "Live Mannequin Friday", it's the perfect time for MIMCO to relaunch its new store on Rundle Street