



## **MIMCO returns to Rundle Street on Live Fashion Friday**

Updated 21 December 2012

Fashion accessories favourite, MIMCO, returned to Rundle Street this week, opening in the space previously occupied by the Mary Martin Bookshop

Maras Group says the site between fashion heavyweight, sass & bide, and long term East End favourite, the Palace Nova Cinemas offers a bigger store than MIMCO's previous one and a new shop fit.

"We are delighted to have been able to secure, once again, such a popular Australian brand back to the East End," says Maras Group MD, 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.

Steve says the buzz surrounding today's inaugural "Live Mannequin Friday", is the perfect time for MIMCO to relaunch its new store on Rundle Street.