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Maras attracts Gorman fashion label to east Rundle St

Updated 4 March 2011

Commercial and retail property investment and development company, Maras Group, has secured another top fashion label for Rundle Street East.

Gorman, one of Australia's leading designer labels, will make its first foray into Adelaide by setting up a trademark stylish boutique in the former MIMCO space, next door to fashion giants, SABA, Morrison and Sass & Bide.

Gorman is the latest high-end designer brand to secure residence in Rundle Street. The boutique is set to open at the end of March.

"Gorman is one of the best on the Australian fashion landscape and has established a strong and loyal following internationally," says Maras Group MD, Steve Maras.

"We are excited to have attracted them to Adelaide and their commitment reinforces Rundle Street as Adelaide's most desirable strip for Australia's best fashion houses".

Fashion designer, Lisa Gorman, established the Gorman label in 1999. Her clothes are recognised for their quality in materials, shapes, styles and prints. In 2007, Gorman launched a sustainable Organic Collection made from organic fibers and yarns.

The launch of Gorman Organic Clothing reiterates the labels dedication to producing quality garments from good business practices.

Gorman's addition follows the recent opening of MARCS and the imminent opening of Seed Femme, also located on Rundle Street, in the coming weeks.

For more information on Rundle Street East visit www.rundlestreet.com.au

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