



Rundle Street East Windows Come Alive

Kelly Noble Dec 14th



Friday December 21st from 6pm – 8pm, something very special is happening down Rundle Street East... the window displays of Adelaide's most exclusive designer boutiques will come alive! From SABA through to Alannah Hill, the beautiful girls and handsome boys from Pride Models will be displaying this season's best looks.

As you make your way down Rundle Street East you will be struck by live amazing window displays from SABA, Gorman, Morrison, Sooki, Lisa Ho, Calibre, and Alannah Hill! Each store will be showcasing their favourite looks for this season, styling the models in a way that represents the essence of their brand.

This initiative was developed and is being funded by East End property owner, Maras Group, and seeks to continue to market and promote Rundle Street East as South Australia's best mainstreet designer shopping precinct. This will be first time that Adelaide will experience anything quite like this. "Christmas is a special time of year when everyone is abuzz and we want to make shopping down Rundle Street East a special and memorable experience", said Managing Director Steve Maras.

"We are constantly trying new things down here to keep it interesting and entice people to the East End precinct. It is all about showcasing what amazing boutique brands we have here and to encourage the good people of Adelaide to come experience something different and buy direct from the stores, rather than online!"

With Summer Fridays also on just around the corner in Ebenezer Place, there is no reason not to get down to Rundle Street East – especially with last minute Christmas shopping to be done!