



Rundle Street East boutiques to stage 'live window display' spectacular

Updated 14 December 2012

Rundle Street East's exclusive designer boutiques will offer spectacular, live window displays next Friday night, from 6pm–8pm, in a Maras Group-sponsored precinct event.

Models from the Pride Models agency will be displaying this season's best looks in 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.

The 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.

"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," says MD, 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!"

On the night (21 December) Summer Fridays is also on in Ebenezer Place.