



CO-ORDINATOR: Stephanie Rinaldi says the event is a good fit.

Picture: TRICIA WATKINSON

DIARY

# Fun Friday for fashion

**BELINDA WILLIS**

**BOUTIQUES** from Rundle Street East are teaming with international brand Hilton Adelaide to raise their profile as a higher-end fashion strip.

The retailers are holding a Fashion Friday event in early August with plans to attract Adelaide's "fashion faces, fashion blogging community and fashion enthusiasts" with Stephanie Rinaldi, who co-ordinates marketing and communications for the Maras Group, saying the retailers felt the event was a good fit for their brands.

"With Hilton Adelaide being the internationally rec-

ognised upscale brand that it is, we are fortunate that their demographic speaks of a similar one to our own - one of quality," Miss Rinaldi said.

Models from Finesse agency would take to the catwalk in clothing from Alannah Hill, Gorman, Jack London, Leonard St and SABA with Ms Rinaldi saying the strip held its own among the city retail sector by being home to the more up-market brands.

The Maras group owns a strip of stores in Rundle St East and works to promote their retailers, with Ms Rinaldi saying campaigns switch focus from fashion to eateries in seasonal advertising.

"The Rundle St East fashion district sets itself apart from other CBD areas because of the type of location, people come down to this end of the city for quality designer fashion," she said.

Adelaide Fashion Festival's creative director Chris Kontos is co-ordinating and styling the fashion parades on August 12.

Hilton Adelaide general manager Peer Norsell said the organisation's Fashion Friday was continuing to expand and explore opportunities and partnerships with SA businesses.

We want to create an atmosphere where people can interact, drink, eat and enjoy," Mr Norsell said.



Booth, at Conference of Economists day three.

**THURSDAY**

**Property Council of Australia SA** Budget breakfast, Adelaide Convention Centre.

**ABS** Australian labour force and sales of new motor vehicles, for June 2016.

**FRIDAY**

**Water Industry Awards**, Adelaide Convention Centre.