

# hidden gems

Adelaide is a treasure trove of stores and fashion names making waves at a local level and beyond – if you know the right places to look. WORDS CARLA CARUSO



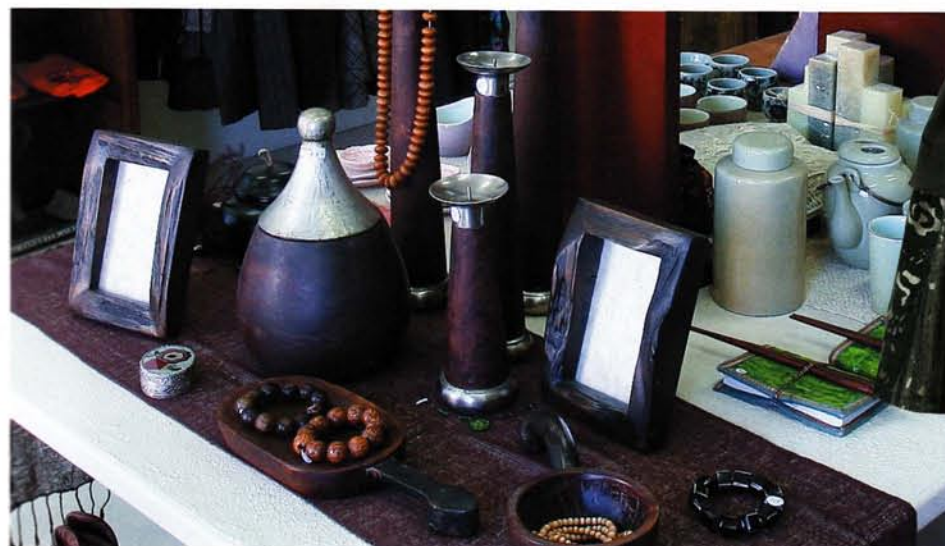
Liza Emanuele.

## RAZZLE DAZZLE

- ★ Check out the Balaklava Cup in late August, when the fillies head to the country town 100km north of Adelaide for the annual Fashions on the Field competition. The mid-week race is a great place for business networking – and having an excuse to dress to the nines.
- ★ Fashion springs to life in Adelaide in August and September. That's when the major retailers – David Jones and Westfield – show off their spring/summer collections. The pouting and posing takes place at David Jones' city store and Westfield's Marion and West Lakes stores (and that's all before the models step onto the catwalk).
- ★ Adelaide designer Liza Emanuele will also showcase her latest range in September at a still-under-wraps location, raising money for the Starlight Foundation.
- ★ Rave Model and Casting Agency will hold a parade at the Veneto Function Centre on Melbourne Cup Day, November 6.

## IF THE SHOE FITS, SEEK IT

Hello to two super new Adelaide shoe stores. Cherri Bellini, run by Rosemary Farrugia, is in the city's fashionable East End. The Gary Castles store at Hyde Park is run by mother and daughter team Rosie and Emma Reichsten.  
 Cherri Bellini 282 Rundle Street, Adelaide, (08) 8232 2829. Gary Castles, Shop 1, 92-94 King William Rd, Hyde Park, (08) 8357 7552.



## LIVE ON THE EDGE

Glen Osmond Rd is no longer just the place for bargain outlets – it's also becoming a haven for edgy boutiques. New additions of late include Nikki Belle Boutique at 86a Glen Osmond Rd, (08) 8373 0000, and The Dressing Room, Arakaba Village Shopping Centre, (08) 8379 8730. UMI has always been a hidden gem for those in the know. Run by Nicola Jobling, the store features an eclectic mix of clothing, handbags and accessories and has just unleashed a new label, Uttam London, now sold exclusively there. While the feminine, flowing threads are London-designed, they are all handmade in Nepal.  
 UMI, 91 Glen Osmond Rd, Eastwood, (08) 8271 0873.

## DRESSING THE VIDA LOCA

Two boutiques have brought a slice of Latin America to Norwood Parade – the trendy cafe/fashion strip just outside the city. Sophie Kerr Azevedo and her Brazilian hubby, Jairo, are behind the fashion fiesta that is Moca Bonita. Rebecca Garland, 28, is behind the Ipanema boutique, at the "Paris" end of the Parade.  
 Moca Bonita, Shop 1, 134a The Parade, Norwood, (08) 8333 4179.  
 Ipanema, 215a The Parade, Norwood, (08) 8331 7004.



## HIDE AND SLEEK'S SHOW AND TELL

After a shining example of South Australia's fine city? Zuzana Huljak is your lass then. The Slovakian-born designer, aged 24, is at the helm of Hide and Sleek Jewellery – a handmade Adelaide accessories label, oozing signature style and flair. Zuzana's latest statement pieces include scarf and material necklaces, contrasting chunky Swarovski crystals with snakeskin and leather. She also uses silver and gold-plated charms and Swarovski embroidery.  
 Orbe, 174 The Parade Norwood (08) 8364 5270  
 Naked, 238a Rundle St, Adelaide, (08) 8223 7699. [hideandsleek.com.au](http://hideandsleek.com.au).



## ALIIRT ALERT

Be "aliirt", not alarmed; Adelaide's Next Big Thing in fashion is Sonia Fedele. The 34-year-old designer recently showed off the debut collection of her urban streetwear label, Aliirt, at Sydney's Fashion Exposed trade fair. As well as rave reviews, she scored a heap of stockists, including new Rundle St boutique Envy. Pictured here is the umbrella skirt in grey. RRP \$75. The label – with a men's collection coming soon – is available nationally from July. Ph: 0412 739 379, [aliirt.com.au](http://aliirt.com.au).

## GET REAL

Here's one for the fellas. Realstore has fast become known as one of Adelaide's premier fashion destinations for guys – though it just happens to be owned by one sassy woman, Sarah Perse. Sarah has clocked up 15 years' experience in the fashion, surf and streetwear industry and has, thus, had no problem tracking down the latest in denim, footwear, tees, knits, jackets and accessories for her relaxed Rundle St store. Labels stocked include Fred Perry, Nike, Lee, True Religion, WE, Edwin, Onitsuka Tiger, Kangol, Superdry, Zane Robe, St Lenny, Kornerd, Wrangler and Hypnosis Reversal.  
 Realstore, 233 Rundle St, Adelaide, (08) 8232 9396.

