

**UNLEY ROAD - A CAPITAL OF COUTURE**



The Unley Town Hall fashion parade showcased Unley Road's best designers

Already renowned for its cosmopolitan atmosphere and thriving café and restaurant culture, Unley Road continues to forge a reputation as one of Adelaide's best fashion finds.

Home to internationally recognised designers Alexis George, George Gross and Harry Who, Xile and Carla Zampatti, Unley Road is increasingly becoming the destination of choice for fans of fashion.

To further seal its status as the capital of all things chic, Unley Road's finest recently took to the catwalk as part of the 2010 Adelaide Fashion Festival, owned by the City of Norwood, Payneham and St Peters.

Sponsored by the Unley Road Association and organised by the City of Unley and Keito Events' Kate

Abraham, the fashion parade at the Unley Town Hall was a unique event that showcased Unley Road's best designers. More than 150 people attended the evening parade.

The fashion show success is a huge boost for Unley Road and its diverse collection of fashion retailers.

City of Unley's Business and Economic Development Manager Matt Grant said partnering with Norwood, Payneham and St Peters for the Adelaide Fashion Festival was a great opportunity to shine the spotlight on Unley and put it on the fashion map.

"Unley Road has a great deal to offer fashion-wise and the Fashion Festival was an ideal opportunity to showcase the excellent designers we have in Unley," said Mr Grant.

"The street already has a great reputation for its unique boutiques and we would like to work towards the fashion show becoming a regular fixture of the Adelaide Fashion Festival."

Exclusive fashion store, Alexis George, which showcased its

collection at the show, has been based on Unley Road since 1978.

George Georgiou, who runs Alexis George with his wife Pat, a designer who grew up in Unley, said Unley Road is a unique shopping experience and the ideal location for the fashion house.

"There is an amazing vibe on Unley Road. There's a great atmosphere among shoppers, who return regularly to enjoy the collection of original and beautiful boutiques and experience the best in customer service," said Mr Georgiou.

"Council is extremely supportive of all the businesses along Unley Road but it's fantastic that fashion is becoming more of a focus. For those seeking something a little different from the mainstream, Unley Road is the ideal place to look."

Couture also took centre stage at the recent Unley Gourmet Gala 2011 with many Unley Road traders participating in the fashion show event.