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RUNDLE STREET LOOKING GREAT

After several months of dislocation and construction turmoil, the new pavement for the southern side of Rundle Street has reached practical completion. What an impact the new appearance has had on the streetscape with the introduction of stylish Kanmantoo stone inserts, effective integration of the pavement/roadway interface and the introduction of mature Gingko trees on the eastern end of the street and climbing plants and perennials on the western end.

The overall impact on the street is outstanding with the new footpath

complimenting the storefronts and businesses, particularly with the arrival of some milder weather allowing the outdoor dining component of the street to come alive again.

The Council's commitment to this project is to be applauded and the overall outcome is a credit to it and a welcome improvement to the amenity of the precinct.

The EEGC would like to extend their thanks to all the participants in the project and look forward to the minor finishing touches being completed in the next couple of days.



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EEGC CHRISTMAS FUNCTION



Every year the East End Coordination Group organises a Christmas function or event to encourage East End traders and residents alike to meet each other in a relaxed, social setting.

This year we will once again be running a film night including drinks and nibbles followed by a viewing of suspense thriller, *The American*, starring Academy Award winner George Clooney.

Details as follows:

Date Thursday, 25 November
Time 5.30pm for drinks, followed by the movie, *The American*, at approximately 7pm (TBC)
Cost \$10 for EEGC members, \$15 for non-members

Where: Drinks and nibbles at **Jah'z Lounge**, followed by the movie, *The American*, at **Palace Nova East End**

If you would like to attend, tickets are available during business hours at the East End Coordination Group's office, Level 1, 1 Vardon Avenue, Adelaide or email coordinator@eastend.org.au or phone **8232 2526** for more details.



KIRSTEY'S KORNER 2010



Over the next few issues of East End news, I'll be looking at a particular street or laneway in the East End. Rundle Street is the centrepiece of the East

End, renowned for great cafes and the essence of Australia's top fashion labels. But the East End is actually full of side streets and laneways which are hidden treasures too (That's why I love living here – I find something new and exciting every day!)

Ebenezer Place is the epitome of unique, quirky, indie and groovy. Even though it is really a 'street', Ebenezer Place is considered a 'laneway' now. The powers-that-be have worked very hard to develop it into a "stand alone" precinct, focussing on one-off individual local operators with a point of difference. With all the traders working together to promote and market the strip it has a great vibe. There are around a dozen shops



Belgian Beer Cafe

selling a wide range of fashion based products. I had a fantastic afternoon searching through all the shops and finding Christmas gift ideas for everyone.

Zimmerman and **Felici** are the gateway into Ebenezer from Rundle Street. It continues around the corner to Union Street, (the street with **SABA** on the corner.) As I grabbed a quick coffee at **Nano** I viewed the range of great city homes available or sale and rent on the screens at **City Realty**. Established in 1995 to act for the State Government in its joint venture with the Liberman Group, City Realty was instrumental in the redevelopment of the East End's Adelaide Fruit and Produce Exchange.

I found everything I need for Summer in Ebenezer. **Jade Foxx Empire** has something short and sassy for end of year Christmas parties, but also a range of long skirts and beautiful shirts for Christmas. It didn't stop there, with Sarah showcasing some absolutely stunning swimwear, and cover-up sarongs, at **Blue Glue Bikinis**. Blue Glue has swimwear to suit me, my Mum, my sister, my cousin – everyone! The gorgeous beach bags are ideal Christmas gifts too.

"That's why I love living here – I find something new and exciting every day!"

It has been said that **RHD** is probably the best denim shop in Adelaide. It sits next to Jade Foxx and has a pair of jeans to suit everyone. Perfect for a casual holiday look. Visit Andy and find the perfect pair to suit your butt this summer!

At **Old Midwest, American Vintage**, which opened in mid October, I found some gorgeous denim pieces perfect for summer picnics in the hills with my nieces. Old Midwest, owned by **Midwest Trader** operator Jarrad Green, stocks vintage check western shirts and denim jackets (Lee, Levis, Wrangler), vintage sports tee's (from little league – major leagues) and vintage American college tee's.

One Arm Scissor has the perfect gift for the man in your life and for more sparkly Chrissy cocktail party dresses go and see Dom at **das. hair & fashion**.

The new **Treadly Bike Shop** (where Hero Vintage was) is a retail and repairs store, specialising in urban commuter bicycles and accessories. Treadly stocks a range of single speed, fixed gear and classic style bicycles and parts, bags, apparel, helmets, and a children's range. Along with offering the latest in local and overseas products, Treadly sources and restores preloved bicycles for sale. If you need to begin your treadly adventures or require some extra special additions or repairs for your treadly, pop in and see them.



Blue Glue Bikinis

The girls at both **L'Amour** and **Scent** showed me a bunch of party dresses ideal for the upcoming season. Dory from **Scent** claims: "In our shop, you will find things that you could not find anywhere else in Australia."

And after a hard day of shopping the **Belgian Beer Bar** is the perfect place to relax and ponder over which of the 35 types of beer to enjoy.

The best way to describe Ebenezer Place is something different, something a bit special and something out of the ordinary.

- **Belgian Beer Cafe**, 27 Ebenezer, Adelaide
- **Blue Glue Bikinis**, 18 Ebenezer, Adelaide
- **City Realty**, 15 Ebenezer, Adelaide
- **das. hair & fashion**, Shop 3, 4–10 Ebenezer, Adelaide
- **Jade Foxx Empire**, 20 Ebenezer, Adelaide
- **L'Amour Fashion Boutique**, Shop 4, 4–10 Ebenezer, Adelaide
- **Midwest Trader**, Shops 1 and 2, 4–10 Ebenezer, Adelaide
- **Nano Ready 2 Go**, 23 Ebenezer, Adelaide
- **One Arm Scissor**, 11 Ebenezer, Adelaide
- **Old Midwest American Vintage**, 7 Ebenezer, Adelaide
- **RHD (Right Hand Distribution)**, 22 Ebenezer, Adelaide
- **SCENT fashion**, 16 Ebenezer, Adelaide
- **Treadly Bike Shop**, Shop 5, 4–10 Ebenezer, Adelaide

If you know of any hot gossip or exciting new businesses or places to go in the East End, send me an email:

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EECG Committee Member
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EASTENDER PROFILE



**Old Midwest,
American
Vintage**

At the age of 38, Jarrad Green (Jad), like his fashion store, Midwest Trader, is already an East End institution.

Jad began his East End retail career back in 1992 opening a franchise of Sydney store, Wheels & Doll Baby. The shop was founded behind the Austral Hotel, prior to the development of the Bent Street Apartment building.

“The East End was the only place to come. We wanted an old building, slightly run down. Originally the Wheels & Doll Baby shop looked like an old jail, which fitted with the clothing’s theme.” Said Jad.

By 1994 Jad wanted to start stocking a variety of labels along with Wheels & Doll Baby, so changed the store name to Midwest Trader.

“I came up with the name Midwest Trader while walking in Sante Fe, New Mexico. All the stores were named Midwest this and Midwest that, it sounded good.”

In 2002 Midwest moved to the burgeoning Ebenezer Place and while they still sell the Wheels & Doll Baby brand the store also stocks American and UK imported labels including Levis, Wrangler, VANS, Converse, and Drop Dead!, and even some accessories from local artists.

Midwest Trader’s customers are typically 15–30 years old and passionate about music. However Midwest Trader covers all markets, they even stock a kids range. Jad and Midwest’s connection with music is no coincidence. As well as running the business and coaching the Stirling under 17 girls soccer club

(he was talked into it by his neighbour) he is also the drummer of popular, local rockabilly band, The Satellites, who have supported such acts as Chris Issak, The Stray Cats and Wanda Jackson.

OLD MIDWEST, AMERICAN VINTAGE

Jad, who lives in Crafers, has recently opened a second store with partner of 19 years, Kate Tomkins, in Ebenezer Place (opposite Midwest Trader) called Old Midwest, American Vintage.

Old Midwest, amongst other things, stocks vintage check western shirts, vintage denim jackets, vintage sports tee’s from little league through to NBA/NFL/NHL/NBL teams, vintage American college tee’s and hoodies, vintage racing jackets and garage jackets, vintage cowboy boots (and new **Justin Boots** from Texas), vintage

“The new store is worth checking out purely for its Aspen log cabin inspired interior.”

hawaiian shirts, vintage tooled western leather belts, vintage army jackets and tee’s, and incredible WWII and Vietnam war authentic army backpacks and bags. The aim of Old Midwest is to keep prices cheap with Tee’s starting at \$19, Cowboy Boots from \$75 and Denim Jackets from \$65.

Jad keeps things fresh importing vintage stock monthly and taking trips twice a year to America to handpick stock and attend fashion trade shows.



**Jad, Kate and
one year old
baby Jackson**

The new store is worth checking out purely for its Aspen log cabin inspired interior. Old Midwest is filled with taxidermy, antler chandeliers, 1930s mannequins, neons, gretsch guitars and Americana fittings from Jad and Kate’s travels. The centrepiece to the store is an incredible handcrafted Molesworth couch crafted by Marc Taggart and imported from Wyoming. Walk into Old Midwest and you will hear nothing but rockabilly and country and blues piping through the sound system, adding to the authentic feeling of the store. Love it.

**1, 2 and 7 Ebenezer Place, Adelaide
www.midwesttrader.com.au
08 8232 6553**



NOVEMBER

Thursday 25 November

EECG Christmas function

Do you have an event to add? Email the details to coordinator@eastend.org.au

EECG COMMITTEE

The East End Coordination Group is funded in part by The Adelaide City Council and consists of a group of volunteer residents and business owners who hold dear to their heart the best interests of the East End. The group holds monthly Committee Meetings on the second Tuesday of every month, all interested parties are welcome to attend. If you would like to become a Committee member or attend a meeting please contact Julie Wrobel, Coordinator, on 0418 856 875 or email coordinator@eastend.org.au

- David Williams, *Chairman*, resident
- Peter Holden, *Vice-Chairman*, part-owner – The Stag Hotel
- Kent Davis, *Secretary*, owner – City Realty
- Vern Schultz, *Treasurer*, resident
- Julie Wrobel, *Coordinator*, owner – Algo Más Marketing
- Kirstey Whicker, resident
- Lindsay Ryan, resident

CENTRAL WARD COUNCILLOR PROFILES

We are pleased to introduce our two new Central Ward Councillors, Houssam Abiad and Megan Hender. Both are strong supporters of the East End and hence the EECG supported their candidacy and are thrilled they have been elected.



Houssam Abiad

At 34 years old, Houssam's portfolio of business entrepreneurship and community leadership is well established. He is the owner of several Adelaide CBD businesses including Digimob (telecommunication), Felici Espresso Bar (hospitality), Macrovest (residential development) and Muscle Group (marketing). He holds a double Degree in Biomedical Engineering and Science and is currently undertaking a double Masters in Business and International Business.

Houssam has been actively involved in Adelaide for the last 12 years working with many non for profit organisations and advocating business mentorship with an attitude of "doing well by doing good". He currently serves on the executive of the East End Coordination Group and has worked with the South Australian Police and Multicultural SA. He has



Megan Hender

Megan is a lawyer by training and has worked in a range of jobs from solicitor to university lecturer to manager in a multi-national law firm. She now runs her own successful small business and sits on the board of the Adelaide Convention Centre and the management committees of two not for profit organisations.

Megan is a resident. She has lived in the city for over twenty years and has raised her sons here. She is also a city business owner. As someone with both perspectives she is interested in ensuring that the needs of both groups are balanced and respected. Her other priorities include the parklands, protecting the city's unique heritage and scale, and creating a sustainable city.

NEW TRADING HOURS IN RUNDLE MALL

The Rundle Mall Management Authority (RMMA) recently conducted research that found that Rundle Mall's core week day trading hours may not be meeting the best needs of its customers. With office hours and Rundle Mall's week day trading hours both aligning, City workers are hard pressed to find the time to shop. Consequently, since 5 October,

the RMMA has encouraged Rundle Mall retailers to keep their stores open until 7pm from Monday to Thursday. They have supported this decision with marketing and promotional activities including bus shelter, elevator and walk about signage and press ads. The EECG encourages East End retailers to consider opening later in the early evening until 7pm also.

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