

RUNDLE ST UP LATE RETURNS.
GET INSPIRED.



AW

ADL
FASHION
WEEK

11 — 13
OCTOBER
2024

RUNDLE STREET UP LATE

AS ADELAIDE'S PREMIER FASHION FESTIVAL, ADL FASHION WEEK (AFW) SUPPORTS THE FASHION INDUSTRY AND PROVIDES A PLATFORM FOR THE DIVERSE SCOPE OF BEAUTY, ARTS, FOOD AND CREATIVE INDUSTRIES.

THE AFW PROGRAM CELEBRATES FASHION AS A CREATIVE EXPRESSION, A DYNAMIC RETAIL SECTOR AND A KEY ECONOMIC CONTRIBUTOR.

Rundle St Up Late is a continually successful key feature in the ADL Fashion Week Program, inviting customers to head to the city's sophisticated East End and embrace the best of local and Australian boutique brands in a one night only shopping experience that's unlike any other.

Don't miss the opportunity to be involved as we redefine late-night shopping on Friday 11 October, with some exciting new concepts added in 2024 to elevate the shopping experience.



KEY DATES

APPLICATIONS OPEN
THURSDAY 5 SEPTEMBER, 5:00 PM

APPLICATIONS CLOSE
FRIDAY 13 SEPTEMBER, 5:00 PM

Applications submitted after this date may not be considered.

APPLICATIONS ADVISED
WEDNESDAY 18 SEPTEMBER

GIFT WITH PURCHASE CONTRIBUTIONS
COLLECTED BY
MONDAY 23 SEPTEMBER

LIQUOR LICENCE SUBMITTED BY
FRIDAY 4 OCTOBER

RUNDLE ST UP LATE
FRIDAY 11 OCTOBER, 5:00 — 9:00 PM

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WHAT TO EXPECT

Rundle Street Up Late will set the scene for ADL Fashion Week on Friday 11 October, with an unmissable late-night shopping event celebrating this destination for accessible luxury.

Holding Rundle St Up Late on the Friday night of AFW captures a key demographic of city workers, residents and festival goers, encouraging them to begin their exciting AFW weekend in Rundle Street.

By participating in Rundle St Up Late, you will be supported by the wider AFW marketing program and complemented with activations that encourage shoppers to explore Rundle Street's diverse range of fashion and specialty retailers. This event is designed to draw a high-value audience, offering a prime opportunity to connect with new customers and reinforce your brand's presence in the fashion community.

The event will be promoted organically through AFW digital channels (email newsletter, SMS, Instagram and Facebook) to a highly engaged audience, plus included in targeted digital advertising.



WHAT'S ON

Live street entertainment

- Dynamic R&B rapper and DJ Vante Kay and crew will bring the party to Rundle Street with roaming live music until 9:00 pm.

Complimentary beverages

- Supported by AFW, beverages can be offered in-store to your VIP guests or shoppers. Beverages (supplier TBA), ice and buckets will be supplied. A valid liquor licence must be sought by retailers.

An elevated street branding moment

- Rundle Street will be decked out with custom AFW branded plinths, and all participating retailers will receive window decals and strut cards.

Exclusive Gift with Purchase promotion

- Enhance customer satisfaction and drive sales with a new limited gift with purchase reward, only available for 100 lucky shoppers.

Proposed window decals and plinth design in 2024 below:



HOW TO GET INVOLVED

During the evening, we encourage Rundle Street businesses (within the 5000 postcode) to transform the ordinary shopping experience into something unforgettable! This is a chance to drive sales, reward loyal customers and attract new ones, all while showcasing your unique offerings.

GET CREATIVE! HERE ARE SOME ACTIVATION IDEAS:

Exclusive offers or VIP incentives

→ Offer storewide discounts, spend and save promotions, or BOGOF deals.

Activations

→ Provide a unique experience they can't find online. From live music to delicious canapes; give shoppers a reason to explore your store.

Examples include:

- Complimentary refreshments
- Exclusive styling sessions
- Instagram/photo wall moments
- Custom giveaway stands (e.g. flowers, gifts, samples)
- Personalisation of purchased items
- Interactive games

In-store marketing collateral and branding

→ Complimentary AFW decals and strut cards will be delivered to participating retailers, signalling involvement and encouraging walk-ins. Additional branded collateral may be available.

Gift with Purchase opportunity

→ Amplify reach by contributing products or offers to the exclusive Gift with Purchase bags. These could include:

- Jewellery
- Accessories
- Skincare or beauty products
- Mini/travel-sized products
- Limited time only offers or vouchers



GIFT WITH PURCHASE

AN EXCLUSIVE REWARD TO ENTICE SHOPPERS

For the first time ever, AFW are offering an unmissable reward during Rundle St Up Late, encouraging shoppers to run down after work for their chance to take home an exclusive gift! This highly anticipated promotion is designed to draw shoppers to Rundle Street and encourage larger average purchases.

The first 100 shoppers who spend \$200 or more in one transaction at participating Rundle Street retailers will be rewarded with a curated AFW gift bag. Each bag will be filled with products and special offers from leading Rundle Street retailers, which can be redeemed while stocks last at the Gift with Purchase pop-up station (location details announced closer to the event). To ensure fairness, gift bags will be limited to one per person.

Retailers are encouraged to get involved by:

- Contributing in-kind products or offers to the gift bags, which will showcase your brand and help attract future customers.
- Training staff to ensure they are fully informed about the promotion, so they can actively engage shoppers, raise awareness, and explain how to qualify for the gift bags.

The [AFW Instagram page](#) will feature live updates (via story posts) on the availability of gift bags, creating a sense of urgency and encouraging early participation in the promotion.

How it works

Learn more about how the Gift with Purchase promotion will operate by referring to the Appendix.

NEXT STEPS

To register your interest in participating in Rundle St Up Late, please complete the [short online form](#) by 5:00 pm Friday 13 September.

Approved participants will be notified by Wednesday 18 September.

To participate in the complimentary in-store beverage, please ensure that you hold a liquor licence. If you do not currently hold one, we recommend applying for a [short-term liquor licence](#) as soon as possible.

Any questions? For more information, please reach out at your earliest convenience to:

**Lucy Ahern, Marketing and Content Coordinator,
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APPENDIX

Gift with Purchase Promotion Details

In-Store Purchase

- Shoppers visit any participating Rundle Street retailer on Friday 11 October between 5:00 pm – 9:00 pm.
- To qualify for the promotion, they must make a purchase totalling \$200 or more in a single transaction.

Redemption

- Shoppers bring their receipts to the Gift with Purchase pop-up (location TBA).
- AFW staff will verify that the receipts reflect a total spend of \$200 or more, in a single transaction at a participating retailer.
- Only the first 100 shoppers who meet the criteria will receive a gift bag.
- Important: Each shopper is limited to one gift bag.

Important notes for retailers

- Participating retailers: Only approved retailers located on Rundle Street (within postcode 5000) are eligible to participate in the promotion.
- Single transaction: The \$200 spend threshold must be met in a single transaction, and cannot be spread across multiple purchases or retailers.
- Receipts: Remind shoppers to keep all receipts, as these are required for verification at the Gift with Purchase pop-up.
- Limited gift bags: Communicate that gift bags are limited to the first 100 eligible shoppers and will be available while stocks last, to encourage early participation.
- Contributing items to gift bags: If you have indicated that you would like to contribute products or offers to the Gift with Purchase bags, these will be collected by AFW staff by Monday 23 September.



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