

INDUSTRY NEWS • DEVELOPMENT

Port Adelaide Plaza announces retailers for its final stage



Port Adelaide Plaza are finalising the retail mix line-up with high quality brands

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Precision Group's Port Adelaide Plaza will welcome 12 new stores in the final stage of its highly anticipated \$50 million development, including a first to South Australia health and fitness concept – Blackbird Fitness. On completion, Port Adelaide Plaza will accommodate more than 70 stores and services.

Port Adelaide is transforming into an area where creativity, commerce, entertainment, and education fuse as one energetic and rewarding destination.

“Port Adelaide is currently going through a revival with an expected increase in housing and infrastructure spending linked to the \$90 billion worth of shipbuilding projects at the Osborne shipyard and the jobs boom that this creates. Port Adelaide Plaza is nestled in the epicentre of that area.” Trevor Dill Precision Group Chief Operating Officer.



Opening 24 hours the gym caters for all ages and demographics

The Blackbird Fitness concept began after identifying a growing gap in the market within the health and fitness industry. One of the defining features of Blackbird Fitness, Port Adelaide Plaza will be the focus on building a community or tribe of members creating a unique culture that sets Blackbirds apart from the rest of the competition.

The 1,800m², 24-hour, Blackbird Fitness, Port Adelaide Plaza will feature HIIT classes (High Intensity Interval Training), yoga and mobility training, sauna, cryotherapy, physiotherapy and separate multiple male and female infrared sauna units. To differentiate itself from the standard gym facility model, Blackbird will feature a large women's only area to serve as a fitness hub for all the female members. The gym has already signed 250 members which will attract 1,200 visitations per week.



Cue and Veronika Maine will add to the extensive range of fashion

Cue is also opening at Port Adelaide Plaza in October this year. The Port Adelaide Plaza Cue store features a 20-metre shop front which will showcase new arrivals each week – dresses, skirts, pants, shorts, peplum tops, accessories, workwear and more. Joining Cue also opening in October is Veronika Maine.

“Nothing beats coming into a store and feeling the quality of luxurious fabrics, seeing intricate design details up close, and trying on many outfit combinations in a warm and friendly environment with personalised service.” said Justin Levis, CEO of Cue Clothing Co and Veronika Maine.

Much-loved Noni B, the style authority for smart casual and smart elegance and Williams, Australia’s number one destination for style-conscious, great value footwear brands are also opening at Port Adelaide Plaza in October.



Opening this month is Central Beauty, Just Cuts, PTC (Phone, Tech & Comm), Vodafone, Niji Sushi opening in October and the 570m2 Homes Asian Supermarket opens in November.

“We are really pleased with how our retailer mix is coming together and we know our customers can’t wait either to welcome these new stores to Port Adelaide Plaza later this year” said Edmond Krecsik, Leasing Executive.

Port Adelaide Plaza is owned and managed by Australian entrepreneur and property developer who founded and is CEO of Precision Group, Shaun Bonett.