

**MEDIA Release**  
**For Immediate Release**  
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## cherri bellini

### Italian designer quality now at uber accessible prices

After searching high and low through the shoe fairs, agencies, factories and the boutique suppliers of Milan, Rosemarie Farrugia has managed to bring to Adelaide the style and quality of designer Italian shoes but at a fraction of the cost.

The summer season at cherri bellini has begun with a shipment of heels, sandals, wedges, peep toes and pumps that start from an outrageous \$149.

'Having become well known in Adelaide for stocking exclusive designer brands, we also wanted to cater to those clients who appreciate the quality of a fine Italian shoe but are not necessarily in the position to be regularly purchasing \$800 and above shoes,' says director and principle buyer Rosemarie Farrugia. 'They are however willing to be spending \$150-200 on their shoes. This trip to Milan was about working really hard to make sure we could bring back the same quality of designer shoes but at that lower price point.'

An example of their success in this new mission is brand Sanfrediano. The label of Sanfrediano is constructed in the same factory as Prada and bears the same mark of quality and cut that is evident in its designer counter part. However, the Sanfrediano label starts at \$149 and does not tend to creep any higher than \$250, bringing a mid level price range to the high-end store.

Further to that, within a few months time shoes will be available starting at \$99! It just keeps getting better!

The designer faithful do not despair though as the usual designer brands will still be gracing the shelves of cherri bellini as well, including new styles from Emporio Armani, Guess, Miu Miu, Fendi and Balenciaga having already arrived.



**New season Miu Miu at \$595**



**New Sanfrediano at \$195**

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