

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL
14-21
MARCH
2010

LMFF.COM.AU



FESTIVAL PLANNER

SUNDAY MARCH 14

LMFF OPENING PARTY

presented by L'Oréal Paris
supported by Champagne Deraux
and Harper's BAZAAR
The Official Opening of the 2010 Festival
Venue: Government House
By invitation

MONDAY MARCH 15

LMFF DESIGNER FORUM

presented by Colonial First State
Global Asset Management
supported by FASHIONTREND Australia
Venue: Sketch,
Central Pier, Docklands
By invitation

L'ORÉAL PARIS RUNWAY 1

presented by GRAZIA
Alice McCall, camilla and marc, Collette
Dinnigan, Fleur Wood, LIFEwithBIRD,
Nicola Finetti, sass & bide, Toni Maticevski
Venue: Peninsula,
Central Pier, Docklands
6.30pm

TUESDAY MARCH 16

LMFF FASHION COLLECTIONS 1

presented by City of Stonnington
METALICUS
Venue: Malvern Town Hall
11.00am

LMFF SIDEWALK 1

presented by the Herald Sun
and City of Melbourne
FOREVER NEW
Venue: Federation Square
12.30pm

L'ORÉAL PARIS RUNWAY 2

presented by Vogue Australia
ANT'PODiUM, Arnsdorf, Dion Lee,
ELLERY, Friedrich Gray, Gary Bigeni,
Romance Was Born, Therese Rawsthorne
Venue: Peninsula,
Central Pier, Docklands
6.30pm

LMFF DESIGNER AWARD

presented by Woolmark
supported by Vogue Australia
Venue: Atlantic,
Central Pier, Docklands
By invitation

L'ORÉAL PARIS RUNWAY 3

presented by Madison
Anna Thomas, Aurelio Costarella,
Gwendolynne, Jayson Brunsdon, Lisa Ho,
Megan Park, Nevenka, Thurley
Venue: Peninsula,
Central Pier, Docklands
9.00pm

L'ORÉAL
PARIS

Victoria
The Place To Be

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WEDNESDAY MARCH 17

MARIE CLAIRE AND L'ORÉAL PARIS BEAUTY WORKSHOP

marie claire and L'Oréal Paris beauty experts share the latest beauty tips.
Venue: Grand Ballroom,
Sofitel Melbourne On Collins
7.30am OR 1.00pm

LMFF SIDEWALK 2

presented by the Herald Sun
and City of Melbourne
UNZIPPED
Venue: Federation Square
12.00pm

LMFF STYLE CELEBRATION

presented by Spotlight
supported by Get Creative
Celebrate your individual style and come
along in a look that expresses your
originality and creativity for a chance to
be style-hunted by our celebrity judges.
Venue: Federation Square
4.00pm

L'ORÉAL PARIS RUNWAY 4

presented by In Style
Arabella Ramsay, Gorman, Karen Walker,
Lucette, Manning Cartell, Minco, Obüs,
Yeojin Bae
Venue: Peninsula, Central Pier, Docklands
6.30pm

LMFF METAMORPHOSIS

STUDENT SHOWCASE

presented by Sportsgirl
supported by frankie magazine
Collections by leading graduating fashion
design students from across Australia.
Venue: Peninsula,
Central Pier, Docklands
9.00pm

THURSDAY MARCH 18

THE HERALD SUN MARKETING BREAKFAST

Venue: Grand Ballroom,
Sofitel Melbourne On Collins
7.30am

LMFF FASHION COLLECTIONS 2

presented by City of Stonnington
supported by Shop 4 Kids
MINI ME
Venue: Malvern Town Hall
10.00am

LMFF SIDEWALK 3

presented by the Herald Sun
and City of Melbourne
REVIEW
Venue: Federation Square
12.00pm

LMFF SIDEWALK 4

presented by the Herald Sun
and City of Melbourne
KOOKAI
Venue: Federation Square
4.30pm

L'ORÉAL PARIS RUNWAY 5

presented by Cosmopolitan
Bettina Liano, Extinct, Hussy, Joveeba,
Nicolangëla, Nina Maya, This is Genevieve,
Wayne Cooper, White Suede
Venue: Peninsula,
Central Pier, Docklands
6.30pm

L'ORÉAL PARIS RUNWAY 6

presented by Yen
ALPHA60, Carly Hunter, Jack London,
Limedrop, Nom*D, ROY, S!X, TV, Zambesi
Venue: Peninsula,
Central Pier, Docklands
9.00pm

LMFF FASHION COLLECTIONS 3

presented by City of Stonnington
RENEGADES
Venue: Malvern Town Hall
10.00pm

FRIDAY MARCH 19

LMFF BUSINESS SEMINAR

presented by the Victorian State
Government, EYE, Westfield and
The Australian
Venue: Grand Ballroom,
Sofitel Melbourne On Collins
8.00am

LMFF BUSINESS SEMINAR

COCKTAIL RECEPTION

hosted by Chambord
Venue: Sofi's, Sofitel
Melbourne On Collins
4.30pm

L'ORÉAL PARIS RUNWAY 7

presented by Harper's BAZAAR
Akira, Easton Pearson, Fernando Frisoni,
Martin Grant, Michael Angel, Scanlan &
Theodore, Timothy Godbold, Tina Kalivas
Venue: Peninsula,
Central Pier, Docklands
6.30pm

LMFF FASHION COLLECTIONS 4

presented by City of Stonnington
supported by Cleo
JEANSWEST
Venue: Malvern Town Hall
8.30pm

SATURDAY MARCH 20

LMFF FASHION COLLECTIONS 5

presented by City of Stonnington
THE STYLE SALON
Venue: Malvern Town Hall
9.30am

TARGET ROCKS RED MARKET

The latest looks in fashion, the coolest
sounds and a whole lot more all for free!
Venue: Federation Square
1.00pm

LMFF INDEPENDENT RUNWAY

presented by Network Ten
Australia's next generation of fashion.
Venue: Peninsula, Central Pier, Docklands
8.00pm

SUNDAY MARCH 21

LMFF OPEN STUDIOS

Come 'behind the seams' in the Cultural
Program Open Studios. Designers, pattern
makers and jewellers alike invite you
into their creative domains where you
can witness firsthand how inspiration
transforms into fashion.
Venue: Various locations
and times around Melbourne and Geelong.
See lmff.com.au for locations and times.

NGV FORUM: DRESSING THE GODDESS

From the motif of beautiful garments in
the myth of the love goddess Aphrodite to
the use of drape in contemporary fashion
design, join LMFF and the NGV for a
discussion on dressing the goddess from
ancient times to now.
Venue: Clemenger BBDO Auditorium, NGV
International, 180 St Kilda Rd Melbourne
2.00pm

Details are correct at the time of printing but
are subject to change. For the latest program
updates and fashion news visit lmff.com.au

Tickets on sale now at
www.ticketmaster.com.au or 13 61 00