

**L'ORÉAL
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Supporting the Future of Australian Fashion

*2010 L'Oréal Melbourne Fashion Festival Designer Award
presented by Woolmark
supported by Vogue Australia*

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The L'Oréal Melbourne Fashion Festival (LMFF) is thrilled to support the nation's most prestigious and highly regarded award for emerging talent in fashion design, **the LMFF Designer Award presented by Woolmark and supported by Vogue Australia.**

Now in its 13th year, the national award recognises designers in their first five years of business, who excel in creative design, quality and who show potential for growth within the industry.

From an increasingly competitive field of entrants, seven finalists have been selected to present their latest capsule collections in an exquisite runway presentation. **The seven finalists for the 2010 LMFF Designer Award are Dion Lee, Dhini, Gail Sorronda, Gary Bigeni, Lui Hon, Konstantina Mittas and Therese Rawsthorne.**

A judging panel comprising of high profile identities from, *Vogue Australia*, David Jones, MYER, the 2009 LMFF Designer Award winners Luke Sales and Anna Plunkett (Romance Was Born) and Karen Webster, Festival Director of LMFF will be faced with the difficult decision of selecting the 2010 winner which will be announced at the conclusion of the runway presentation.

Woolmark will then present a \$10,000 cheque and commemorative award to the winning designer who will later be flown as their guest to either Pitti Filati in Florence or Premier Vision in Paris where they will be introduced to Woolmark's extensive network. WGSN will also provide the winner with a 12-month subscription.

Karen Webster, Festival Director, said "The LMFF Designer Award provides valuable immediate and ongoing support for a designer that LMFF believes will contribute in a significant way to the Australian fashion industry."

Past winners of the prestigious award have included designers behind the labels Friedrich Gray, Toni Matceviski, SIX, Mad Cortes, Josh Goot, TV, Yeojin Bae and Romance was Born.

The 2010 LMFF Designer Award presentation will be held on Tuesday March 16, 7.30pm at Atlantic, Central Pier, Docklands. This event is by invitation only.

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The L'Oréal Melbourne Fashion Festival is a not-for-profit organisation and is proud to acknowledge the continuing support of its naming rights sponsor L'Oréal Australia and further investments from the Victorian State Government.

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