

L'ORÉAL MELBOURNE FASHION FESTIVAL 14-21 MARCH 2010

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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.

How to Win Contacts and Influence People

2010 L'Oréal Melbourne Fashion Festival Designer Forum
presented by Colonial First State Global Asset Management

Following the huge success of the inaugural **L'Oréal Melbourne Fashion Festival (LMFF) Designer Forum** in 2009, Australia's leading fashion event is once again poised to inspire, inform and excite an Australian fashion industry audience. The LMFF Designer Forum presented by Colonial First State Global Asset Management is a unique initiative that brings global experts to Australia to share their insights and networks with Australian designers.

This thought provoking forum addresses key market issues and delivers innovative solutions for Australian designers and brands to achieve global market penetration.

This year's event features three highly influential and internationally renowned guests. Globally acclaimed designer **Michael Angel**, international journalist, consultant and forecaster **Tony Glenville** and inspirational blogger, journalist and creative consultant **Linlee Allen** will share their insights and global networks to assist the Australian fashion industry in achieving positive breakthroughs in both local and global markets.

Previously Style Director for LMFF, Melbourne born **Michael Angel** has gone on to achieve international acclaim as the designer of his eponymous label. Now based in New York, Michael has gone from strength to strength, including rave reviews and the distinction of opening Mercedes Benz Fashion Week in New York for the past two years.

Michael is in a unique position to share his experience on cracking tough international markets. He will navigate issues around brand growth, positioning and image, while considering the influence of media, buyers and the broader industry.

A modern day renaissance man, **Tony Glenville** arrives in Australia fresh from reviewing the international catwalks. His work has appeared in titles including *The Independent*, *The Express*, *French Vogue* and the *The Financial Times*. He has been European Editor for *Vogue Australia* and Fashion Director for Conde Nast Asia Pacific, working with *Vogue* in Taiwan, Korea and launching *Vogue Nippon*.

Tony will share his extensive insights into global trends, media shifts and surviving fashion weeks around the world.

Australian born, Linlee Allen started her career as co-host of Stylebyte TV before heading to Paris where she worked for the famed retail mecca, Colette. Now based in Los Angeles she is a sought after journalist contributing to publications including: *The New York Times*, *Harper's BAZAAR*, *Italian Vogue*, *The Daily Beast*, *V Magazine*, www.style.com, *i-D*, *Paper*, *Grazia*, *Purple Diary* and *LOVE*.

Linlee works as a trend forecaster and design consultant for international brands including Nike, PUMA and Sergio Rossi. Her globally popular blog DELINLEE DELOVELY, is currently being captured in print as she is completing her first book, "Linleelife", a semi-autobiographical tale.

Karen Webster, LMFF Festival Director said the Designer Forum is a business event created to inspire, inform and excite fashion designers, brands and retailers.

“LMFF highly values the Australian fashion industry and the Designer Forum is a key opportunity for the Festival to take an active role and provide unique support”.

All participating LMFF designers, brands and retailers are invited to this event.



The 2010 LMFF Designer Forum presented by Colonial First State Global Asset Management supported by FASHIONTREND Australia takes place on Monday March 15, 2010 at Sketch, Central Pier, Docklands

Note: By Invitation Only

For more information or interview requests, please contact:

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