

# 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.*

## High Street Glamour for All Ages

*L'Oréal Melbourne Fashion Festival Fashion Collections  
presented by City of Stonnington*

10.02.10 – FOR IMMEDIATE RELEASE

The 2010 Fashion Collections presented by the City of Stonnington cast a net over one of Australia's most vibrant fashion precincts. Encompassing Prahran, Windsor, South Yarra, Toorak, Armadale, Malvern and Chadstone, the **L'Oréal Melbourne Fashion Festival (LMFF) Fashion Collections** present a diverse program of dynamic fashion from the historic Malvern Town Hall.

The 2010 Fashion Collection shows are the Festival's more intimate runway presentations and promise to deliver even more excitement to the runway.

### **Fashion Collections 1 - Metalicus**

Tuesday March 16, 11.00am

Find the perfect outfit to suit your personal style with Metalicus. Get creative and get the inside scoop on how to layer and combine Metalicus pieces to create outfits to make you shine in winter 2010.

### **Fashion Collections 2 - MINI ME** supported by Shop 4 Kids

Thursday March 18, 10.00am

Even the tiniest fashion fan can make the biggest style splash! The Mini Me runway is always a crowd pleaser and will this year feature some of the hottest brands in childrenswear from **Bonds Kids, Industrie Kids, Just Jeans, Megan Park Girl, Minihaha, Moppit, Replika Revolution and Zephyre Generation.**

### **Fashion Collections 3 - RENEGADES**

Thursday March 18, 10.00pm

Some of Australia's hippest designers showcase the latest fashions in this super fresh line-up which includes **Chocolate City, From Britten, Luela, Rufus Green, Stevie, Twichett & Tonge and Vanguard.**

### **Fashion Collections 4 - JEANSWEST** supported by CLEO

Friday March 19, 8.30pm

Jeanswest, the ultimate denim destination, as it has never been seen before. Showcasing the latest denim and urban glam styling, Jeanswest is destined to turn up the heat with this fun and high energy show.

### **Fashion Collections 4 - THE STYLE SALON**

Saturday March 20, 9.30am

The Style Salon presents a morning of fabulous runway fashion from the most sophisticated designers and labels in Stonnington – **Decjuba, Hemden, Jenny Hoo, Lisa Barron, Lisa Taranto, Lonnie Simonetti, M Line, Rajat K Tangri and The Ark.**

The Fashion Collections presented by the City of Stonnington are held at the Malvern Town Hall.

Tickets available for \$48 (incl GST) and includes refreshments and a gift bag from Ticketmaster [www.ticketmaster.com.au](http://www.ticketmaster.com.au) or Tel 13 61 00  
Booking fees may apply.

\* Mini Me Tickets: \$20.00 (incl GST) for children aged 6-15, under six free

- Ends -