

**L'ORÉAL
MELBOURNE
FASHION
FESTIVAL
14-21
MARCH
2010**

LMFF.COM.AU

ANN MORRISON
PUBLIC RELATIONS
T 03 9537 3311

BROOKE SHELL
brooke@ampr.com.au
T 0411 209 901

SARAH GALE
sarah@ampr.com.au
T 0419 897 100

AMPR.COM.AU

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PARIS



The L'Oréal 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.

Australia's Rising Fashion Stars

*L'Oréal Melbourne Fashion Festival Independent Runway
presented by Network Ten*

10.02.10 – FOR IMMEDIATE RELEASE

With an inspiring line-up of Australia's most creative and independent fashion designers, the **2010 L'Oréal Melbourne Fashion Festival (LMFF) Independent Runway supported by Network Ten** promises to deliver one of the most eclectic and entertaining nights of the Festival.

Fifteen rising stars of Australian fashion will showcase their latest collections in a contemporary and innovative runway that will feature cutting-edge styling and live music.

LMFF Festival Director, Karen Webster believes the **Independent Runway** to be a pivotal event for developing emerging design talent.

"LMFF has a proud history of supporting and fostering designers and recognises the vital role they play in future growth of the Australian fashion industry. The Independent Runway is one of the few fashion events in Australia that exposes up-coming designers to the fashion loving public".

"The 2010 line-up is incredibly strong and I am confident that these designers will soon become major players in the Australian fashion industry", Karen said.

The fifteen designers showing in the 2010 LMFF Independent Runway are:

- Above
- Alexi Freeman
- Alistair Trung
- Daniela Orlando
- House of Baulch
- Fool
- Kuwaii
- Kylie Hawkes
- Lui Hon
- Magdalena Velevska
- Mel Bower
- Of Cabbages and Kings
- Papillon Homme Femme
- Thanh
- Who Am Eye

The Independent Runway presented by Network Ten will be held on Saturday March 20, 2010 at Peninsula, Central Pier, Docklands at 8.00pm.

Tickets are \$40 (incl. gst) from Ticketmaster www.ticketmaster.com.au or 13 61 00. Booking fees may apply.

- Ends -