

L'ORÉAL MELBOURNE FASHION FESTIVAL 14-21 MARCH 2010

LMFF.COM.AU

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L'ORÉAL
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.

The Best of the Best Australian and International Designers

2010 L'Oréal Paris Runway Shows

10.02.10 – FOR IMMEDIATE RELEASE

L'Oréal Melbourne Fashion Festival is proud to present an exceptional line-up of Australian and International designers on the 2010 **L'Oréal Paris Runway**. Returning to Central Pier's Peninsula the 2010 shows are an absolute must-see for Australia's fashion community.

Over 1500 fashion lovers will be immersed in the excitement, glamour and beauty at each of the seven world-class runway events.

From the moment guests enter Peninsula at Central Pier they will be privy to a transformed space setting the tone for an inspiring runway experience. The impressive, custom built 40 metre catwalk will see Australia's top models strut almost 100 metres each walk. The set concepts, developed by Moth Design, capture the spirit of the 2010 LMFF event creative, designed by Paper Stone Scissors.

Supported by Australia's leading national fashion magazines, each L'Oréal Paris Runway will feature an impressive and dynamic mix of designers, complemented by the latest looks in hair and make-up by L'Oréal Paris. Rae Morris, L'Oréal Paris Make-up Director, and L'Oréal Professional Hair Directors Brad Ngata and Caterina DiBiase.

Karen Webster, Festival Director said, "It really doesn't get any better than this! The exceptional line-up of Australian and International designers on the L'Oréal Paris Runway is so exciting. Each show has its own unique look and feel and collectively the shows highlight the diverse world class fashion on offer in Australia."

L'Oréal Paris Runway 1 presented by GRAZIA - Monday March 15, 6.30pm

Embracing fashions love affair with mixing hard and soft, an exquisite and unexpected mix of designers are brought together to tell a tale of 'tough love': **Alice McCall, camilla and marc, Collette Dinnigan, Fleur Wood, LIFewithBIRD, Nicola Finetti, sass & bide and Toni Maticevski.**

L'Oréal Paris Runway 2 presented by Vogue Australia - Tuesday March 16, 6.30pm

The new breed of Australian designers are pioneering, innovative and precise in their vision. Exemplifying these traits are **ANT!PODiUM, Arnsdorf, Dion Lee, ELLERY, Friedrich Gray, Gary Bigeni, Romance Was Born and Therese Rawsthorne.**

L'Oréal Paris Runway 3 presented by Madison - Tuesday March 16, 9.00pm

Elegant, sophisticated and peerless in modern fashion perfection are these exceptional designers: **Anna Thomas, Aurelio Costarella, Gwendolynne, Jayson Brunson, Lisa Ho, Megan Park, Nevenka and Thurley.**

L'Oréal Paris Runway 4 presented by In Style - Wednesday March 17, 6.30pm

Absolute favourites in the style set, each of these designers has a unique signature and are loved by dedicated followers of fashion. Fresh, chic and never short on fun, this show will be a style riot. Featuring **Arabella Ramsay, Gorman, Karen Walker, Lucette, Manning Cartell, Mimco, Obüs and Yeojin Bae.**

L'Oréal Paris Runway 5 presented by Cosmopolitan - Thursday March 18, 6.30pm

From the feminine and flirty to the brash and bold, the desirability factor peaks at L'Oréal Paris Runway 5. Be warned, this runway will induce serious shopping... Designers bringing the 'must-have' factor are **Bettina Liano, Extinct, Hussy, Joveeba, Nicolangela, Nina Maya, This is Genevieve, Wayne Cooper and White Suede.**

Continues...

L'Oréal Paris Runway 6 presented by YEN - Thursday March 18, 9.00pm

A designer's ability to create a cult-like following is an elusive and rare thing. In L'Oréal Paris Runway 6 nine designers who do just that come together to present the astonishing originality of their autumn / winter collections. Arbitrating the cool convention will be **ALPHA60, Carly Hunter, Jack London, Limedrop, Nom*D, ROY, S!X, TV and Zambesi.**

L'Oréal Paris Runway 7 presented by Harper's BAZAAR - Friday March 19, 6.30pm

Rarely is such a group of internationally celebrated Australian designers convened in the one place, at the one time. L'Oréal Paris Runway 7 is a once in a lifetime chance to witness the breath-taking, directional design talent of **Akira, Easton Pearson, Martin Grant, Michael Angel, Scanlan & Theodore, Timothy Godbold and Tina Kalivas** sharing the stage and reminding us what fashion can be when practiced at its absolute best.

Note to Editors: Designer and creative team profiles, images and information available upon request

L'Oréal Paris Runway Shows held at Peninsula, Shed 14 Central Pier
161 Harbour Esplanade, Docklands, Vic 3008

Tickets available for \$48 (incl. GST) from Ticketmaster
www.ticketmaster.com.au or Tel 13 61 00

Booking fees may apply

- Ends -

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