

L'ORÉAL MELBOURNE FASHION FESTIVAL 14-21 MARCH 2010

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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.

The Class of 2010

*LMFF Student Showcase - METAMORPHOSIS
presented by Sportsgirl supported by frankie magazine*

10.02.10 – FOR IMMEDIATE RELEASE

L'Oréal Melbourne Fashion Festival's (LMFF) Student Showcase expands to a major national initiative in 2010 following the overwhelming success in its inaugural year. 'Metamorphosis' will return in 2010 with the support of Sportsgirl the events official presenting partner.

Peninsula at Central Pier, Docklands will come alive on Wednesday March 17 as 12 cutting edge fashion collections, created by the country's hottest upcoming design talent, are presented on the runway to the shows biggest audience ever.

Metamorphosis offers recent fashion design graduates from high profile fashion degrees across Australia, a unique platform to present their capsule collections in a professional showcase as part of the 2010 L'Oréal Melbourne Fashion Festival.

Karen Webster, Festival Director believes that Metamorphosis has become a key event on the LMFF Calendar, "LMFF are thrilled to provide the next generation of the Australian fashion industry the kick start and exposure for their collections to be enjoyed by both a consumer and industry audience. When we see such exceptional, well considered designs we know the future of our industry is in great hands."

In 2010 LMFF is proud to present collections from:

Albert Lee	RMIT University Melbourne
Alyssa Choat	University of Technology Sydney
Christiana Livaditis	RMIT University Melbourne
Daniella Caputi	Curtin University Perth
Daniella van Camp	University of Technology Sydney
Ellie Meyer	Curtin University Perth
Georgia Lazzar	RMIT University Melbourne
Jacqueline Tyrell	University of Technology Sydney
Laura de Vries	RMIT University Melbourne
Olivia Jung	University of Technology Sydney
Robyn Taggart	Queensland University of Technology Brisbane
Yoan Hendrik Limah	RMIT University Melbourne

LMFF Student Showcase - Metamorphosis presented by Sportsgirl and supported by frankie magazine will be held on Wednesday March 17, 2010 at Peninsula, Central Pier, Docklands, 9.00pm.

Tickets are \$35 (incl. GST) from Ticketmaster www.ticketmaster.com.au or 13 61 00. Booking fees may apply.

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