

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

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## A Fairytale Start to the 2010 L'Oréal Melbourne Fashion Festival

*2010 L'Oréal Melbourne Fashion Festival Opening Party  
presented by L'Oréal Paris*

*supported by Champagne Devaux and Harper's BAZAAR*

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The official **Opening Party for the 2010 L'Oréal Melbourne Fashion Festival (LMFF)**, presented by L'Oréal Paris supported by Champagne Devaux and Harper's BAZAAR in the majestic surrounds of Government House, will launch eight days of fun and fashion

Hosted by the Governor of Victoria, Professor David de Kretser, AO and Mrs de Kretser, the LMFF Opening Party will delight industry leaders, A-list celebrities and Australia's finest fashion talent with the most anticipated fashion soiree of the year.

The L'Oréal Melbourne Fashion Festival takes an optimistic view in 2010 celebrating the success of the Australian fashion industry with a happy and vibrant theme.

The Opening Party will highlight this with a fairytale inspired fashion moment curated by Harper BAZAAR, Editor, Edwina McCann and styled by Caterina Scardino.

Ten custom created outfits from Australia's leading designers will take centre stage on a bespoke Edward Coutts Davidson set which will also showcase a special performance from the Australian Ballet.

Karen Webster, Festival Director, said that this year's Opening Party will celebrate the strength and talent of the fashion industry and make a powerful and optimistic statement.

"LMFF Opening Party brings together the very best in fashion, the people who make our industry vibrant, the moments that inspire excellence and the atmosphere of excitement and creativity that propels fashion forward," said Karen.

The 2010 LMFF Opening Party will be held on Sunday March 14 at Government House, Melbourne. This event is by invitation only.

- Ends -

**L'ORÉAL**  
PARIS



*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.*