

L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL  
14-21  
MARCH  
2010

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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.*

## A Celebration of Australian Fashion

*2010 L'Oréal Melbourne Fashion Festival*

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The 2010 L'Oréal Melbourne Fashion Festival (LMFF) launches March 14 with eight days of must see fashion and cultural events.

Renowned as the largest consumer fashion event in the world, LMFF launches the latest available collections of Australia's leading designers and consumer brands with inspirational and engaging activities.

In 2010 LMFF aims to cast off the shackles of doom and gloom, making a powerful and positive statement.

Karen Webster said, "This is the year we really wanted to raise the bar. While the last twelve months have seen a cultural and economic shift, the Festival has been a beacon of optimism". The creative theme of the LMFF 2010 campaign, created by the exceptional team at *paper stone scissors*, is upbeat, uplifting and engaging evoking fun and happiness.

"LMFF is proud to bring together Australia's best creatives to showcase our fashion and celebrate our industry's innovation. It is time to join together, celebrate and have fun," said Karen.

The majestic surrounds of Government House will set the scene for the Festival's exclusive Opening Party presented by L'Oréal Paris and Champagne Devaux as the style talents at Harper's BAZAAR together with Edward Coutts Davidson present a special fairytale inspired 'fashion moment' to launch the Festival.

### **New initiatives:**

Now more than ever individuals have the power to create and define trends thanks to the rise of fashion bloggers and commentators across the world who are sharing real people's style and inspiring looks.

In 2010 the Festival launches a new initiative aimed at celebrating personal style and individuality. The **LMFF Style Celebration presented by Spotlight** will play host to an array of activities, celebrity appearances, workshops, giveaways and live entertainment.

In 2009 the Festival launched a new initiative that marked a new phase in supporting the growth of the Australian fashion industry. **The LMFF Student Showcase - 'Metamorphosis'** was aimed at providing leading fashion design graduates with a unique platform to present their collections. In 2010 'Metamorphosis' has gone national thanks to the support of presenting partner Sportsgirl whose combined efforts will champion the future of Australian fashion.

Metamorphosis will continue to complement the support given to the exceptional future talent of the Australian fashion industry by the **LMFF Designer Award presented by Woolmark**. This premium fashion award has been instrumental in shaping the careers of designers including Yeojin Bae, Toni Maticovski, Mad Cortes, Claude Maus, Josh Goot, Ben Pollitt (Friedrich Gray) and Luke Sales & Anna Plunkett (Romance Was Born) – all previous winners.

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### **Runway Fashion:**

Be ready to go WOW as over 1500 fashion devotees at each show will be immersed in the excitement, glamour and beauty of the Festival as the **L'Oréal Paris Runways** take centre stage at the transformed space at Peninsula, Central Pier.

The seven world-class runways will feature a dynamic mix of Australian and International designers, complemented by the latest looks in hair and make-up by **L'Oréal Paris Make-up Director Rae Morris** and **L'Oréal Professional Hair Directors Brad Ngata and Caterina DiBiase**.

The **Fashion Collections presented by the City of Stonington** will return to the iconic Malvern Town Hall bringing together a diverse program of fashion from Melbourne's fashion hot spots in a series of exciting and intimate runway shows.

With an inspiring line-up of Australia's most creative and independent fashion designers, the **2010 LMFF Independent Runway** 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.

Melbourne's heart - Federation Square is set to race when the **LMFF Sidewalk** shows take place showcasing Australia's leading fashion brands in a series of free open air runway presentations.

Federation Square receives a fabulous makeover as Target Rocks Red Market makes this great venue home in 2010. Bringing together exhilarating fashion in a runway show with hot entertainment, live DJs, market stalls and interactive activities this extravaganza is not to be missed.

### **Business Events:**

The **2010 LMFF Business Seminar** explores the brave new world of business with an unprecedented line-up of global experts all ready to share their insights and experience at Australia's most anticipated forum.

Hosted by fashion and business media commentator David Meagher, 2010's speakers represent the foremost experts of the fashion world including **Francisco Costa** (Women's Creative Director, Calvin Klein Collection), **Malcolm Carfrae** (Executive Vice President, Global Communications, Calvin Klein Inc), **Christian Blanckaert** (Former Chairman and CEO of Hermès), **Sarah Curran** (Founder & CEO, my-wardrobe.com) **Sojin Lee** (Co-Founder, FASHIONAIR.com) and **Paul Bennett** (Managing Partner, Europe and Chief Creative Officer, IDEO). Paul will also present at the **2010 Herald Sun Marketing Breakfast**.

Considered one of the world's great thought leaders **Paul Bennett**, is a renowned ideas guru and at this breakfast session will explore the new marketing mix: consumer-centric, ground-up, experimental and provocative.

Following the huge success of the inaugural **LMFF Designer Forum** in 2009, Australia's leading fashion event is once again poised to inspire, inform and excite as part of the 2010 Business program.

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This thought provoking forum addresses key market issues and delivers innovative solutions for Australian designers and brands to achieve global market penetration.

This year's event features three highly influential and internationally renowned guests; globally acclaimed designer **Michael Angel**, international journalist, consultant and forecaster **Tony Glenville** and inspirational blogger, journalist and creative consultant **Linlee Allen**. All will share their insights and global networks to assist the Australian fashion industry in achieving positive breakthroughs in both local and global markets.

**Cultural Program:**

The **LMFF Cultural Program** is a dynamic schedule of events taking place across the city and beyond throughout March incorporating installations, exhibitions and forums. The program conjures up the magical world of fashion; inspiring, engaging and provoking – from shopfront to the cutting room floor.

With over 100 captivating and mostly free activities covering fashion, food, film, art, craft, music, poetry and performance, the 2010 LMFF Cultural Program provides an opportunity to explore the enchanting world of fashion and gives a rare invitation into creative spaces otherwise not made accessible.

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