

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

LMFF.COM.AU

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The Ultimate Style in the City Experience

*L'Oréal Melbourne Fashion Festival Sidewalk
presented by the Herald Sun and City of Melbourne*

10.02.10 – FOR IMMEDIATE RELEASE

Don't miss **L'Oréal Melbourne Fashion Festival (LMFF) Sidewalk presented by the Herald Sun and City of Melbourne**, the ultimate style in the city experience! A series of free runway presentations will bring Australia's leading fashion brands to one of Melbourne's favourite destinations, Federation Square.

The Festival's innovative open-air catwalk will be located opposite St Paul's Cathedral, on the corner of Swanston and Flinders Streets.

Sidewalk 1 – Forever New

Forever New is the irresistible fashion destination for girls who love glamour, style and celebrity culture. The runway show will feature the new Winter Romance collection plus a special appearance by Forever New ambassador, actress Sibylla Deen.

Tuesday March 16, 12.30pm

Sidewalk 2 – Unzipped

The sidewalk will sizzle as Jockey, Bonds, Antz Pantz, Rio, Holeproof and Berlei present their latest underwear and intimates collections – it will be fun, cheeky and fabulous!

Wednesday March 17, 12.00pm

Sidewalk 3 – REVIEW (TBC)

Review takes a look down the rabbit hole with a wonderfully fun, flirty, feminine and fashionable nod towards Alice In Wonderland with a vast array of bold rose florals, chic laces and sharp shoulder silhouettes in blush pinks, vibrant purples, jeweled teals and royal blues. Expect a whole lot of lovely."

Thursday March 18, 12.00pm

Sidewalk 4 – KOOKAÏ

KOOKAÏ encourages individuality and the power of expression through style. Sidewalk comes to life as KOOKAÏ presents a runway show featuring beautiful signature prints and irresistible fashion that captures the essence of Parisian chic.

Thursday March 18, 4.30pm

All Sidewalk events are free.

- Ends-

L'ORÉAL
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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.