

**L'ORÉAL
MELBOURNE
FASHION
FESTIVAL
|4-21|
MARCH
2010**

LMFF.COM.AU

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Individuality at the Forefront of Fashion

*2010 L'Oréal Melbourne Fashion Festival
Style Celebration presented by Spotlight*

10.02.10 – FOR IMMEDIATE RELEASE

The L'Oréal Melbourne Fashion Festival (LMFF) celebrates personal style and individuality with a new initiative in 2010 – the **LMFF Style Celebration presented by Spotlight**.

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.

At this year's inaugural event fashion innovators and style enthusiasts are encouraged to 'celebrate their style' and attend in an outfit that expresses originality and creativity for the chance to be 'style-hunted' by one of LMFF's celebrity judges.

Stylish stand outs will feature on the LMFF runway at this exciting new event and all attendees will have the chance to take home fabulous prizes from Spotlight.

The LMFF Style Celebration will also play host to an array of activities, celebrity appearances, workshops, giveaways and live entertainment. Come along and style it up with LMFF in 2010!

The 2010 LMFF Style Celebration will be held on Wednesday March 17, 4.00pm – 5.30pm at Federation Square, Corner Swanston and Flinders Streets, Melbourne. This is a free event.

- Ends -

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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.