

L'ORÉAL MELBOURNE FASHION FESTIVAL 14-21 MARCH 2010

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Get your frock on!

Target Rocks Red Market 2010

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Be ready for fashion to take over this city when Melbourne's CBD will explode with colour and excitement on Saturday March 20. **Target Rocks Red Market** has a new home at Federation Square as part of the 2010 L'Oréal Melbourne Fashion Festival.

Urban chic style will hit Melbourne as the New York inspired Target Rocks Red Market comes to life from 1.00pm-4.00pm on Saturday March 20, sharing this season's hottest fashion, beauty tips, latest music hits and delicious food for avid fashion followers.

LMFF will present Targets exciting fashion collections absolutely FREE in a spectacular high energy runway showcasing ready to wear looks that are on trend now.

Target Rocks Red market will be bursting at the seams with an abundance of entertainment and activities that are guaranteed to keep everyone rocking with live DJ's spinning the hottest tracks all day.

The fashion crowds can visit the exclusive Target t-shirt bar where they can choose from two unique designs only available for purchase at the market on the day.

Target Rocks Red Market will also play host to a range of activities, celebrity appearances, workshops and giveaways.

LMFF's Target Rocks Red Market will be held on Saturday March 20, 1.00pm – 4.00pm at Federation Square, Corner Swanston and Flinders Streets, Melbourne. This is a free event.

-Ends-

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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.