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SWING TAG

THE BUSINESS TIME ISSUE



Hello 2012! Even though the holidays are becoming a distant memory, hopefully you are feeling ready for an amazing year ahead. We certainly are, with the Festival really shaping up (only 7 weeks to go). This issue we put the spotlight on our expanded Business Events Series. If one of your resolutions was to develop your business, progress your career, or learn something new, our Business Event Series has something for you. Our full program of events will be released on February 1st, so stay tuned for more exciting announcements.



TOP BUSINESS SPEAKERS ANNOUNCED FOR LMFF

The Festival has assembled a panel of internationally respected business leaders who are defining the fashion marketplace and challenging established business paradigms. A non-negotiable date in every fashion industry professional's diary, the LMFF Business Seminar presented by the State Government of Victoria, Westfield and EYE will address key issues facing the fashion industry. Headline speakers include Mike Shearwood, CEO of Aurora Fashions who own Coast, Oasis and Warehouse (UK), Geoff Watts and Julia Fowler, founders of EDITD (UK), Alan Treadgold, Head of Retail Strategy for the Leo Burnett Group (UK and USA) and Timothy J Coghlan from The Mao Suit and Savills Property Services (China). [READ MORE.](#)



Image: A non-negotiable date in every fashion industry professional's diary the LMFF Business Seminar.

EXPLORE THE NEW RULES OF MARKETING

Technology empowered consumers are re-writing the marketing rule book. LMFF's Herald Sun Marketing Breakfast brings marketing thought leaders Chris Clark of UK agency LBi and Kevin Panozza of Australian company Engage P/L, to unpack this new marketplace by providing tools to interpret and interact in social media conversations, take advantage of new technologies and transform customer experience. [READ MORE.](#)

Image: Find out how technology and creativity can deliver meaningful relationships between a brand and its customers.



DITA VON TEESE TICKETS SELLING FAST

Dita Von Teese will present her latest lingerie range in collaboration with Target Australia in a not to be missed runway show. The Von Follies by Dita Von Teese collection combines sophistication and sensuality and has an iconic vintage feel, reflecting Dita Von Teese's personal style and love for lingerie. Tickets are selling fast so get in quick to avoid missing out on the Dita Von Teese spectacular at LMFF. [BUY NOW.](#)



Image: One of the hot tickets for LMFF 2012 – Don't miss it!

SHOP IN THE PRECINCT THAT'S FAMOUS FOR FASHION

Shopping takes on another dimension when you hit Chapel Street, Toorak Road and High Street in the great City of Stonnington. Experience a unique runway show in one of two iconic locations within the precinct that is famous for fashion. Each show features the ultimate edit of the latest Autumn/Winter trends available in store from cocktail and evening wear to contemporary street and work wear. [BUY NOW.](#)



Image: The High Street or Chapel Street runway edition will arm you with the latest season trends to shop in the City of Stonnington.

CELEBRATING GRADUATE DESIGN TALENT

Handpicked for their originality, creativity and craftsmanship from applicants across Australia, twelve graduates have been gifted a break into the industry with the LMFF National Graduate Showcase presented by Sportsgirl. The Festival celebrated their success at an intimate event at Concrete Blonde in Sydney earlier this week. Find out more on the finalists and view pictures from the event on the [LMFF BLOG.](#)



Image: See these designs and more from the graduate finalists on the LMFF runway March 13.

LMFF STUDIO VISIT – FLANNEL

On a trip to WA earlier this year, LMFF was lucky enough to catch up with Kristy and John from Flannel at their new space in a converted chapel. The space is as light and airy as a Flannel collection and we couldn't help but get excited for the cooler months ahead as we took a look at their autumn/winter 2012 collection. [VISIT THE STUDIO.](#)



Image: Step inside the angelic Flannel studio with us.

SNIPPETS

[VOLUNTEER APPLICATIONS CLOSE SOON FOR LMFF 2012](#)

If you've been dreaming of getting a heel in the door to the fashion industry, this is your chance to show the world what you can do. Volunteer applications are now open for the LMFF 2012 volunteer program. As a volunteer, you'll gain valuable experience behind the scenes of the Festival. Whether you want to be a stylist, a budding event manager, front of house operations, or just want the very best exposure to fashion Marketing and PR, this is it. Applications close: Tuesday 31st January 2012. [APPLY NOW.](#)

[CREATE YOUR OWN KIKKI.K STYLE](#)

International fashion stationery label kikki.K has launched Create with kikki.K, a debut range of personalised digital printing products allowing you to create your own customised kikki.K products. Having identified a need in the market for personalised gifts and customised products, the new digital printing site lets you choose from a range of products including Photo Books, Memory Books and Calendars and customise them with a broad selection of kikki.K designs and DIY tools which are updated seasonally. Be inspired to create a unique and stylish memento to cherish for years to come. [VISIT KIKKI.K.](#)

[LIMEDROP LAUNCH ONLINE STORE](#)

And to celebrate they're offering free shipping within Australia. Like Limedrop's facebook page and receive 20% OFF - Simply become a Limedrop fan by clicking the Like button and enter the discount code 'Limedrop20%' to receive 20% off your purchase at checkout of the Limedrop online store. [VISIT LIMEDROP.](#)

[WESTFIELD TO SHARE THE LATEST TRENDS DURING LMFF](#)

Swing into the next season with Westfield Doncaster. Find out about the latest trends, see the latest events and don't miss out our exclusive offers during the L'Oréal Melbourne Fashion Festival 2012. Find out how to register and to be the first to know what's on. [CLICK HERE.](#)

[LMFF LOVES CONCRETE BLONDE](#)

A huge thank you to Concrete Blonde for hosting LMFF and Sportsgirl at its wonderful venue for the LMFF National Graduate Showcase celebration in Sydney. Also a special thanks to their head chef, Ian Oakes for the delicious food. Visit the Concrete Blonde [WEBSITE.](#)

[LMFF OPENING EVENT](#)

Hundreds of model hopefuls turned out to strut their stuff at the annual David Jones model casting. There were legs aplenty as the girls - and a few guys - vied for the chance to walk alongside Miranda Kerr at the David Jones Autumn Fashion Launch in February and score a spot in the official LMFF Opening Event held on March 8. [VIEW STORY.](#)

[SPARKLE THIS SUMMER WITH YERING STATION](#)

Yarrabank brand has become renowned for pushing the boundaries of Australian sparkling wine. The signature elegance and restraint of Yarrabank is ensured each vintage as the stringent Method Champenoise is followed, using only exceptional parcels of fruit. Today, having consistently received accolades since the first vintage, Yarrabank is deservedly considered one of Australia's most exceptional sparkling wines. Crisp and clean aperitif style, beautifully-balanced and extraordinarily fine acid with a dry understated long finish are the hallmarks of this outstanding sparkling wine. [VISIT YERING](#)

[NICOLE TRUNFIO AT HOME](#)

Perth-born model-actress and 'Friend of the Festival' featured in the LMFF 2012 campaign, Nicole Trunfio recently opened the doors to her New York apartment for photographic series 'Cook For Me' in online magazine Sous Style, dedicated to fashion and food. Cooking has never looked so good. Check out the pics [HERE.](#)