

SWING TAG *The Spring Issue*

I was having a cup of tea on my back porch this morning and spied a little bird pecking away at my housemates scarf on the clothes line - instead of saving the scarf, I quietly observed her ritual. She flew back and forth pillaging threads and would occasionally probe into our spider web laden peg basket gathering glue to build her nest – I smiled as I realised Spring is here! The first day of Spring makes me very happy, the days are longer, warmer, brighter and fashion comes alive with colour. We have given our website and newsletter a Spring clean to reflect the change of season - we hope you like it.

[Like](#) [Tweet](#)

CALLING DESIGNERS: 2012 EXPRESSION OF INTEREST NOW OPEN

The L'Oréal Melbourne Fashion Festival is a multi-tiered retail and consumer based fashion event, stimulating economic impact and strengthening Australia's reputation for design excellence. LMFF offers fashion designers premium runway platforms attended by consumers, media and industry as well as business events, networking opportunities and access to industry connections and resources. To express interest in showcasing your collection at the 2012 Festival, please visit [LMFF.com](#) and complete the form online. Successful applicants will be contacted directly regarding participation opportunities in LMFF 2012 events. [APPLY NOW.](#)

Image: Designers this is your chance to be part of LMFF 2012! Photo by Lucas Dawson.



NEW LMFF INDUSTRY RESOURCE PAGE LAUNCHED

We are proud to announce the launch of the LMFF Industry Resource Page, an online resource provided by LMFF to support Australian designers. It allows members free access to WGSN trend reports, Ragtrader news articles, fashion industry jobs, legal tips from our partner Middletons, announcements when award applications opening and much more. Membership is open to Australian designers and their teams so visit our website to apply for access now. [APPLY NOW.](#)

Image: For year round support and information, apply for access to LMFF's Industry Resource Page. Photo by Lucas Dawson.



LMFF STUDIO VISIT – NEVENKA

We were welcomed to Rosemary Masic's whitewashed Fitzroy studio space by her energetic puppy, Stella, who definitely rules the roost in this studio space. A light and airy space filled with colourful samples, embellished trims and bookshelves bursting with fashion magazines, the studio is a warm and inviting space where the Nevenka team develops the gypsy-luxe collections that have developed a cult following. While we catch up with Rosemary on all things Nevenka, Stella roams the room and investigates the visitors. [VISIT THE STUDIO.](#)

Image: Stella rules the roost in Nevenka's studio space – visit the studio with LMFF. Photo by Brittany Singleton.



SPRING HAS SPRUNG!

As the clouds begin to part, the rain eases off and the sun starts to shine, we can't help but get a spring in our step (corny but true)! The Spring/Summer collections of Australian designers have begun to hit stores with much more due over the coming weeks. Keep your eyes peeled for acid brights, lively prints, and anything that puts you in that relaxed and playful springtime mood. We have been lusting over some items already – check out our Festival's wishlist for Spring. [VISIT BLOG.](#)

Image: Acid brights and lively prints make our Spring wishlist - see our pics on the LMFF blog.



BREAKFAST AT TIFFANY'S

LMFF recently attended the re-opening of Tiffany & Co Melbourne. The gorgeous new three-storey facility covers an area of about 1,250 square metres. New additions include construction of a mezzanine in between the ground and first level of the current building to create a retail space spanning three floors. Truly beautiful! [VISIT TIFFANY & CO.](#)

Image: Tiffany's re-opening in Melbourne – see more fantastic pictures on [theloupe.org](#). Photo by Monty Coles.



SNIPPETS

NEW URBAN BY TARGET STORE OPENS THIS SATURDAY

LMFF had a sneak preview of the new URBAN by Target store in Chapel Street this week. This is a great new store format that's smaller in size but specifically tailored with the latest, quality and great value products you'll love. Located in the iconic Jam Factory building, the store combines historical architecture with a modern twist through amazing colour schemes and lighting techniques creating a distinctive ambience. Head down to 500 Chapel Street, South Yarra from 10am this Saturday 3rd September for the official launch party. [VISIT TARGET.](#)

VOGUE FASHION NIGHT OUT SYDNEY 8TH SEPTEMBER

As Sydney's retail precinct prepares to take part in the global Vogue Fashion's Night Out event on September 8, [ragtrader.com.au](#) takes a snapshot of what the High Street has planned for the evening. Over 600 retailers have signed on for the 2011 instalment, up from the 400 which took part in the inaugural edition last year. This free event for shoppers, the initiative will span across the Martin Place and Castlereagh Street precinct as well as Pitt Street, Market Street and George Street, read on to see what the retailers have in store for shoppers on this one night only event. [VISIT WEBSITE.](#)

MELBOURNE SPRING FASHION WEEK 5-11TH SEPTEMBER

Get your fashion fix at Melbourne Spring Fashion Week! Kicking off on Monday 5th September, MSFW will showcase collections from new and emerging designers as well as provide opportunities to learn about the industry through a diverse program of events. [VISIT MSFW.](#)

GIVEAWAY – WIN A COPY OF FASHIONTREND

[FASHIONTREND](#) Australia has launched a new Issue showcasing Rosemount Australian Fashion Week and the Fall Winter collections direct from Milan and New York. Dedicated to emerging creative talent, this inspirational Issue unfolds into 150+ pages of unstoppable fashion. We have 3 Issues to GIVEAWAY! Simply email fashion@lmff.com.au and tell us 'what you love about Spring'. Winners will be contacted by Friday 2nd September by 5pm. [ENTER NOW.](#)

MELBOURNE GPO WELCOMES DINOSAUR DESIGNS

[Melbourne's](#) GPO warmly welcomes Dinosaur Designs as their newest retailer. Established in 1985, Dinosaur Designs is known for their signature bold, colourful aesthetic. Under the sole creative direction of Louise Olsen and Stephen Ormandy, Dinosaur Designs offers two new collections a year and a changing palette of seasonal colours in their classics range. Pop down and check it out! [VISIT DINOSAUR DESIGNS.](#)

TOPSHOP IS COMING

You will have heard the hype, and now its official, Topshop has released confirmation that it, along with Topman will launch in The Jam Factory on Melbourne's Chapel Street in December. A Sydney Topshop flagship is also set to open in December, although specific dates are yet to be revealed. [READ MORE.](#)

GISELLE BUNDCHEN IN ESPRIT CAMPAIGN REVAMP

Jan Nord and Jorgen Andersson have joined the Esprit team to re-vive the brands identity, bringing it back it's original free spirited, hippy authenticity. If you're not familiar with Jan and Jorgen's work, they're the duo who, just over eight years ago, enlisted Karl Lagerfeld to design a range for H&M, and in so doing, turned the idea of what high street fashion could be on its head and shared some of this insight at LMFF's Business Seminar this year. Giselle Bundchen has been enlisted to represent the new vision of an Esprit woman, sunny, Californian, but with a maturity and sense of capability about her. [READ MORE.](#)

NEW MEN'S MAGAZING LAUNCHES THIS MONTH

The team behind frankie magazine have created a new publication, Smith Journal. Just like frankie this guy-friendly version contains honest, funny and inspiring stories of real guys living their dreams and lots of other good stuff to read, make, think about and laugh at. Something a bit old-fashioned and down-to-earth and not too-cool-for-school. The first issue is out September 5th. [VISIT SMITH JOURNAL.](#)

30 DAYS OF FASHION AND BEAUTY STARTS TODAY

30 Days of Fashion & Beauty is the destination for Australian fashionists – with workshops, makeovers and runway shows in September designed to inspire you! View the full calendar of events [HERE.](#)

BANKSY ART HEADS TO NEW ZEALAND

The rebellious works of Banksy will be on show in New Zealand for the first time. Oi You! is showcasing the best of street art, including a huge collection by the world's urban art giants such as Banksy, Faile, Micallef, and Swoon. 23 Banksy works will be on show alongside a massive installation by New Zealand's foremost street artists, the Cut Collective. Open daily at Founders Park, Nelson from September 23 to October 24. [READ MORE.](#)

YASMIN SEWELL FOR WESTFIELD

Australian-born Yasmin Sewell is a regular on 'best dressed' lists around the world and two-time judge for the British Fashion Awards. She is now lending her expertise to Westfield for a new project called "The Collaboration" – a project designed to inspire shoppers by uniting key players in fashion to collaborate and reveal this season's hottest trends, how to wear them, and where to buy them. [WATCH VIDEO.](#)

CONGRATULATIONS ATLANTIC GROUP [v]

At the recent Victorian Restaurant and Catering Awards for Excellence, LMFF's long-standing venue partner Atlantic Group [v], was announced the winner in both the 'Wedding Caterer' and 'Function Venue' categories. To top off the night, Atlantic Group [v] was awarded the ultimate prize - Overall Victorian Caterer of the Year. A brilliant achievement by Atlantic Group [v] and we can't wait to work with them once more in 2012! [VISIT ATLANTIC GROUP \[v\]](#)