



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE DAY TWO ISSUE

IT'S ON!

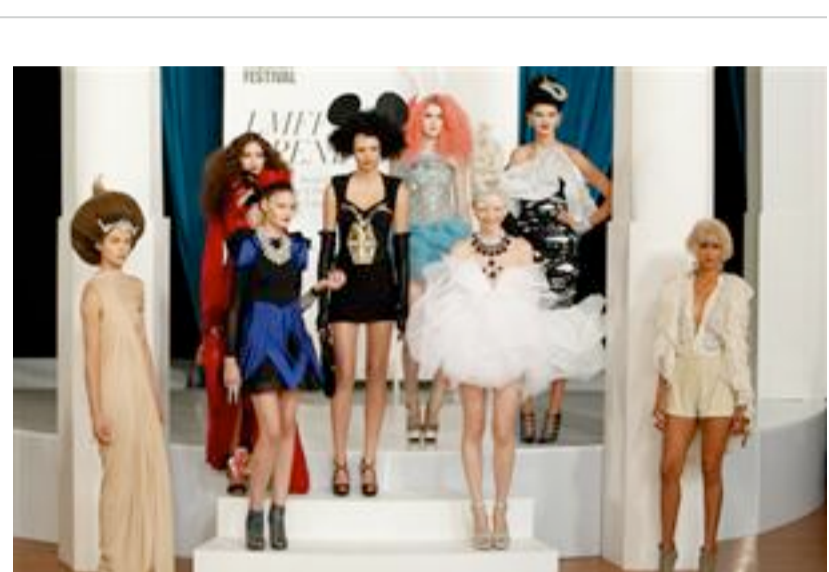
WOW – two days into the Festival and fashion has taken over Melbourne. We are overwhelmed with the positive response we have had, thrilled to see our 'happy' campaign come to life and to share it with you our supporters. We have dedicated this issue of Swingtag to give you a wrap on events we have enjoyed and a sneak peak to some of the highlights still to come.

Don't forget you can keep up to date with the highlights of the Festival whether you've been able to attend or not visit the [LMFF Blog](#), [LMFF TV](#) and the [LMFF Gallery](#).



LMFF OPENING PARTY

LMFF has been officially opened thanks to the generosity of the Governor of Victoria, Professor David de Kretor AC who allowed us to share a beautiful evening in the grand surrounds of Government House. Opening Party presented by L'Oréal Paris supported by Champagne Devaux and Harper's BAZAAR brought together the very best in fashion, the people who make the Australian fashion industry vibrant and the moments that inspire excellence amidst an atmosphere of excitement and creativity. The fashion industry is still buzzing after the exhilarating fashion moment presented by Harper's BAZAAR. Read more about the event at the [LMFF Blog](#) or visit [LMFF TV](#) to get a behind the scenes access.



Afterwards the fashion crowd partied on at the LMFF Opening Night After Party presented by Coach supported by Comme. Read all at the [LMFF Blog](#)

Photo: [Lucas Dawson](#)

BRUNCH OF VIPS

LMFF were thrilled to catch up with all of our fabulous VIP international guests. After months of late night and crack of dawn emails and phone calls we all relaxed together at an exquisite brunch hosted by the Sofitel Melbourne On Collins where the chef inspired us with his culinary creations. The Festival team is very proud that we have secured this brilliant talent to convene on Melbourne to share their knowledge and expertise with the Australian fashion industry. [Read more](#)

Pictured: (L-R) Chauntel Scarr, Linlee Allen and Mim Nervo



TONIGHT

The Festival team is in raptures as we watch rehearsals for Australia's largest fashion runway for the first of the L'Oréal Paris Runways. L'Oréal Paris Runway 1 presented by GRAZIA will feature Alice McCall, camilla and marc, Collette Dinnigan, Fleur Wood, LIFEwithBIRD, Nicola Finetti, sass & bide and Toni Maticewski.



Embracing fashion's love affair with mixing hard and soft, an exquisite and unexpected mix of designers are brought together to tell a tale of 'tough love'. To catch all the best fashion available in Australia visit [LMFF TV](#) and the [LMFF Gallery](#). We'll also have insights on the [LMFF Blog](#).

Find out the line up of the rest the Runways [here](#).

Photo: LMFF 2009 L'Oréal Paris Runway [Lucas Dawson](#)

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FREE EVENTS THAT YOU CAN ATTEND

Tickets may have sold out to our Runway shows but you can still experience the fun, fashion and glamour of the Festival through a series of inspiring free events



Starting tomorrow at 12.30pm, Sidewalk presented by the Herald Sun and City of Melbourne are the ultimate style in the city experience. A series of free runway presentations will bring Australia's leading fashion grands to Federation Square. [Read more](#)

Style Celebration presented by Spotlight and supported by Get Creative will take place at Federation Square at 4.00pm on Wednesday. Come and share the amazing experience as LMFF wants this event to be the largest fashion event in the world so come on down and celebrate your personal style. [Read more](#)

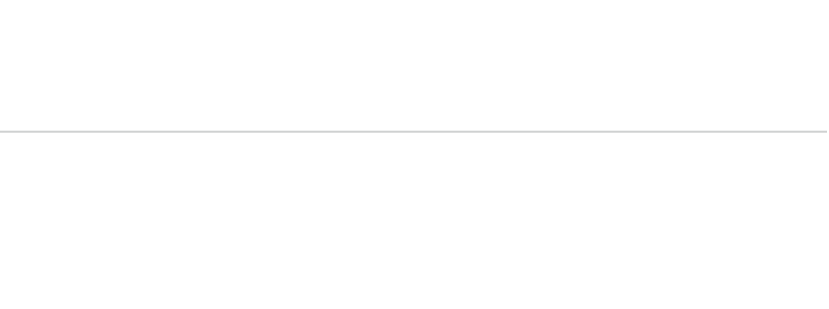
For the most fabulous fashion extravaganza on the LMFF program be part of Target Rocks Red Market on Saturday from 1.00pm – 4.00pm at Federation Square. LMFF will showcase Target's fashion in a free runway show with hot entertainment, live DJ's, market stalls and interactive activities to entertain and excite. [Read more](#)

Photo: LMFF 2009 POP UP at Federation Square [Lucas Dawson](#)

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EYE SPY

"It's actually rare you got me when I wasn't dressed in black" said Jo Cramer, Project Manager for two LMFF events – [Metamorphosis Student Showcase presented by Sportsgirl](#) and [Independent Runway presented by Network Ten](#) when snapped by LMFF.



We've admired Jo's style for quite some time. Her wardrobe (dominated by black) is a bit gothic glam but always works for the day time. Here she pays tribute to Alpha60. Her role as Project Manager on LMFF's platform events for emerging designers is no surprise then!

SNIPPETS

Remember to keep reading the [LMFF Blog](#) which will have reports from LMFF international guests and special guest bloggers Kate Vandermeer and Paul Hayes to get the most informed and insightful access into what happened, who was there and the moments you want to relive.

Visit the [LMFF Gallery](#) which captures the brilliant work of LMFF's Official Photographer [Lucas Dawson](#) and [LMFF TV](#) for behind the scenes and vox pops footage shot by the amazing Orangetoast to experience LMFF at your desk!

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The must have accessory at this year's L'Oréal Melbourne Fashion Festival is a stylish Chambord cocktail, from Official Product Partner Chambord, the delicious black raspberry liqueur. Chambord will be serving a specially created cocktail at the opening night while the Festival Bar will be serving a selection of delectable Chambord cocktails throughout the week. [Read more](#)

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For those who are curious about our inflatable catwalk at the Sidewalk shows, the experts behind the phenomenon is Inflate Australasia, an award winning design and manufacturing company dedicated to creating strikingly bold inflatable structures, for indoor and outdoor events around the world. [Read more](#)

A message for all of our industry advocates! LMFF partners [Deloitte](#) warn that retailers need to get savvy to forecast and managing cash. Find out how best to do this [Read more](#)

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