



SWINGTAG

L'ORÉAL MELBOURNE FASHION FESTIVAL

14-21 MARCH 2010

THE DAY SIX ISSUE

THE BUSINESS OF FASHION

LMFF is proud to provide support to the Australian fashion industry by bringing together over 1,000 people to share the insight of global experts.

Get the inside view on the highly anticipated and very successful line up of business events including the Herald Sun Marketing Breakfast, where Paul Bennett from IDEO inspired the audience and the LMFF Business Seminar which is on today. Both events occurred in the magnificent ballroom of the Sofitel Melbourne On Collins. [Read more](#)

Photo: [Lucas Dawson](#)



CELEBRATE COOL FASHION

With the runway components of the Festival coming to a close you have one more chance to see one for yourself. Target Rocks Red Market is a fabulous fashion extravaganza that comes to life in the middle of Melbourne at Federation Square.

Flying in from New York, get a chance to star spot the fabulous Whitney Port from reality television show 'The City' who is a special guest of Target. [Read more here](#).

For the latest looks in fashion, the coolest sounds and a whole lot more, get down to Federation Square for Target Rocks Red Market on Saturday March 20.

Target Rocks Red Market
Saturday March 20, 1.00pm – 4.00pm
Federation Square,
Corner Swanston and Flinders Streets
Runway activities and entertainment are FREE!



FASHION COLLECTIONS

LMFF is loving the Fashion Collections presented by the City of Stonnington and we still have two more to go including the Jeanswest show tonight and Style Salon showcase tomorrow. The Fashion Collections offer something for everyone! From childrenswear to the most sophisticated eveningwear; from aspirational looks for the super savvy to cutting-edge streetwear for the supercool; showcasing the impressive breadth of the Australian fashion industry.

To keep up to date with the highlights of the Festival including the Fashion Collections shows visit the [LMFF Blog](#), [LMFF TV](#) and the [LMFF Gallery](#).

Photo: Fashion Collections 1, Metallicus, [Lucas Dawson](#)



THE LMFF CULTURAL PROGRAM IS STILL ON

Enter the magical world of fashion from shopfront to cutting room floor as LMFF's Cultural Program showcases inspired installations, exhibitions, forums and events traversing Melbourne, Geelong and surrounds. Capturing the theme of 'Fashioning the Magic' over 100 activities are taking place over March to inspire, engage and provoke. For the full program and details please visit the [LMFF website](#) or read entries about activities that have already happened at the [LMFF Blog](#).

Photo: Leiel, part of the [LMFF 2010 Open Studio program](#)



INDEPENDENT RUNWAY

We can't wait for tomorrow night. The last show at Peninsula, Central Pier, is the LMFF Independent Runway presented by Network Ten. The show will present an amazing line-up of 15 designers who embody a new breed of fashion-forward and globally relevant Australian design talent. Once the show is over visit the [LMFF Blog](#), [LMFF TV](#) and the [LMFF Gallery](#) to live the experience.

Photo: LMFF 2009 Independent Runway, [Lucas Dawson](#)



EYE SPY

LMFF volunteer Grace has kept us guessing. As we wonder in each day, Grace ensemble she'll visit our office in what inspiring. Grace has an eclectic taste that has brightened our office particularly with her array of blazers. Even during the last few days across Festival, Grace has totally blown us away with her creative and colourful ensembles.



SNIPPETS

Remember to keep reading [LMFF Blog](#) which will have reports from LMFF staff, international guests and special guest bloggers Kate Vandermeer and Paul Hayes to get the most informed and insightful access into what happened at the Festival and general fashion news. Highly respected Melbourne fashion photographer Monty Coles has also been providing a visual diary to capture the behind the scenes across Festival.

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 from your computer!

In tomorrow's Style Salon Fashion Collections presented by the City of Stonnington, M Line will celebrate sexy curves showcasing their range of essentials that can be adapted from work to play. With this dynamic autumn/winter collection, M Line delivers youthful, style conscious fashion that caters for the fuller figure in sizes 12-24. To view the collection visit [www.mline.com.au](#)

As soon as the Festival is over Melbourne comes alive with the sounds of roaring engines as the Qantas Australian Grand Prix hits town. LMFF will assist with finding fabulous Victorian designer outfits for some of the high profile celebrities.

L'Oréal Professionnel continues its devoted support as the Official Hair Partner of L'Oréal Melbourne Fashion Festival in 2010. The seven world-class runways will feature a dynamic mix of Australian and International designers, complemented by the latest looks in hair by L'Oréal Professionnel Hair Directors Brad Ngata (Sydney) and Caterina DiBiase (Melbourne). [Read More](#)

Chiva-Som, a luxury health retreat located in the Royal beachfront city of Hua Hin, Thailand will be providing those who attended the LMFF Business Seminar today the chance to win a premium package for two people. [Read More](#)