

MARCH
2011
14-20
L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

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SWING TAG

THE
LOVE
ISSUE

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We are ready to woo you with an amazing 2011 Program! The full designer line up is now available so be sure to head to our [website](#) and get tickets to see your favourite designers before they sell out (just quietly, we think it's our best line up yet!) In this issue we share what we love about the new program and hope you love it too! What better way to show your LMFF love than to share your favourites with your friends (notice our new 'like' buttons) and start planning for a fantastic night out (or five) in March! It's also a great excuse to buy a new frock!

MAKE A DATE WITH LMFF!

Didn't have a date on Valentines Day, who cares!? Make one to come along to LMFF in March! We have officially launched the 2011 Program and are counting down the days. Some highlights include our new opening runway show, Fashion Full Stop on March 14, the Business Seminar featuring entrepreneurial media guru Jefferson Hack on March 17 and the ultra-cool, independently spirited Offsite Runways on March 19. [VIEW THE FULL PROGRAM.](#)

[Like](#)

MELBOURNE FROCKS UP FOR THE 2011 PROGRAM LAUNCH

A host of celebrities, designers & Festival friends joined us to celebrate the official program launch of LMFF 2011. The event was kindly hosted at Government House and what a stunning evening it was! Check out pics of all our fashionable guests including Melissa George, Megan Gale, Samantha Harris and more on the LMFF Blog.

A huge thank you to The Victorian State Government for their ongoing support and hospitality! [READ MORE](#).

Pictured: Samantha Harris, one of the many well-dressed guests at Government House.

[Like](#)

THE LMFF DESIGNER AWARD FINALISTS DO THEIR BEST TO IMPRESS

On Friday February 11, the eight talented finalists for the 2011 LMFF Designer Award presented Woolmark, supported by Vogue Australia, stepped up to the 35th floor of the Sofitel in Melbourne to present their collection and prove to the judges they have what it takes to succeed in the fashion world. [READ MORE](#).

Pictured: 2010 LMFF Designer Award Winner Dion Lee showing at Rosemount Fashion Week in 2010.

[Like](#)

AUSTRALIAN MUSIC LEGEND TO PERFORM AT FASHION FULL STOP!

Mark Seymour, best known for his work as the front man and songwriter of Australian rock band Hunters & Collectors will be performing at our launch party on March 14. The band formed in Melbourne 1981 and had hits around me' (which was later covered by Crowded House and Pearl Jam) and 1993 hit 'Holy Grail.' They were known as one of the best live acts in Australia!

We can't wait to have him here for our opening runway [Fashion Full Stop](#) on March 14! Check out Mark Seymour and Eddie Vedder performing live in 2006. [WATCH IT.](#)

[Like](#)

AUTONOMY TO FEATURE IN MENSWEAR SHOW ON MARCH 17

Autonomy will be taking part in the new [LMFF Menswear Show, 17 March](#). Designer Nick Demkiw has an uncanny ability to provide something a little different for Aussie men that allows them to experiment with care. Neat single breasted jackets are cut from sumptuous velvet and are at ease with jeans or a tapered pant. Autonomy's cool shades, scarves, hats, belts and footwear offer a hint of beatnik days, easy styling for guys comfortable with their individuality. [DONT MISS IT!](#)

Pictured: Autonomy Autumn Winter 2011 will be showing on the LMFF Runway in March.

[Like](#)

FASHION BEYOND THE RUNWAY - CULTURAL PROGRAM BIGGER THAN EVER!

The 2011 [LMFF Cultural Program](#) will host over 70 events during March across the city and regional areas. In its 15th year, the LMFF Cultural Program will continue to provoke artistic expression relating to fashion and encourage discussion. The program explores fashion through unique and interactive approaches allowing designers, artists and curators to push the boundaries explore unusual themes and invite a wider fashion community to experience fashion beyond the runway through exhibitions, workshops, open studios and more. [CHECK IT OUT.](#)

[Like](#)

SNIPPETS

WIN AN OVERSEAS HOLIDAY @ COLLINS234 - BOUTIQUE PLACE

Experience the great shopping on offer at the reinvigorated Collins234-Boutique Place during VIP Day on Friday 25 February to be in the running to win an overseas holiday of your choice!* Enjoy fantastic discounts, free gifts with purchase, 5 minute express makeovers, hand massages, live entertainment and more!* Also, be sure to visit Collins234-Boutique Place during LMFF on Friday 18 March to experience the sensational Collins234 Boutique Garden Fashion Show; a series of inspiring fashion presentations featuring the Autumn/Winter 2011 Collections by the magnifique boutiques within the Centre. *at selected boutiques, conditions may apply. For more information [VISIT COLLINS234.](#)

LOVE MIMCO? YOU WILL LOVE THIS!

Mimco has released a limited edition taupe weave Frida satchel for LMFF. Snap up one of 50 available worldwide, which comes with its own numbered gold metal swing tag. \$699. Amazing! This year Mimco will star in their own runway show at LMFF! Held on Friday March 18, this show forms part of our new Trunk Show Series which offers a more intimate and exclusive runway experience. [READ MORE.](#)

ADORABLE & AMAZING LITTLE OX

Need a new breakfast spot? Read this review! Best coffee on the Southside. Amazing food. Adorable fit-out. This little ox is pulling some serious breakfast on its yoke. The narrow corridor is refreshing with its whitewashed walls, flower displays and stacks of cookbooks. The simple pine tables and chairs allow for the occasional and deliberate touches of eccentric whimsy. Here's the bit you really need to know: "Salmon tartare with the poached egg, potato rosti and beetroot relish" is vying for one of the best breakfast dishes of the year! I kid you not. I was blown away when it arrived. [READ MORE.](#)

PHOTOGRAPHY: THE MUST-HAVE FASHION ACCESSORY THIS SEASON!

Nikon is excited to announce the latest addition to its Nikon School curriculum, a specialist editorial fashion photography one day course with internationally acclaimed fashion and lifestyle photographer, Christian Blanchard. Recently named by Capture magazine as one of Australia's top ten photographers, Christian boasts an enviable client portfolio including international campaign shoots for demin label, Nobody, Mimco, and 3 Mobile, plus national campaigns for Redken, Amstel, Puma, Ford, Satch and L'Oréal. Nikon School is a series of hands-on photography courses to help you build confidence and improve your photography skills – whatever stage you're at on your journey. [VISIT NIKON.](#)



SOFITEL LUXURY HOTELS PRESENTS THE 'FASHION STILLS' EXHIBITION FROM POLKA GALERIE PARIS

In association with Sofitel Luxury Hotels, the Fashion Stills exhibition is designed and staged by Polka Galerie in Paris and will be touring internationally as well as being presented in Australia at Sofitel Hotels in Melbourne, Sydney, Brisbane. This exhibition features star photographers including Derek Hudson, Jean-Marie Périer and Gérard Uféras who have immortalised emblematic faces of the fashion runway and exclusive behind the scenes glimpses of Dior, Chanel, Jean-Paul Gaultier, Yves St Laurent. Symbol of French elegance and ambassador of French culture throughout the world, the Sofitel brand is delighted to fully support and participate in these events. [VISIT SOFITEL.](#)

STYLE LANDS AT THE DOCKLANDS WITH CENTRAL PIER – THE HOME OF FASHION™

Melbourne's fashion and fashion community embraces the sophistication and glamour of Central Pier with its diversity and cutting edge venues; Peninsula, MAIA, Sumac and Sketch. Central Pier once again welcomes the L'Oréal Melbourne Fashion Festival to the precinct. Having earned a reputation as the destination for Melbourne's hottest parties and events, Central Pier continues to stake its claim as 'The Home of Fashion.' We look forward to seeing you there in March. For further information visit Central Pier's website [HERE.](#)

KOOKAI LAUNCHES AUTUMN WINTER - WHERE THE WILD THINGS ARE

We are looking forward to winter fashion after seeing KOOKAI's new collection is inspired by the freedom and carefree spirit of the eternal traveller. The collection captures chic and eclectic contrasting fabrics where textures are key. Italian Leather, Suede Jackets and Fur Vests are styled with opposing fabrics like exotic printed silks and delicate cobweb fine lace dresses. Knitwear for winter is ever evolving with designs including contrast colour, leather panels and fur trims. Designed in sexy silhouettes or to envelop the body with layering loose fits. [VISIT KOOKAI.](#)

STAY TUNED FOR YOUR CHANGE TO BECOME A PHOTO BLOGGER AT LMFF'S OPENING RUNWAY!

Next week we will reveal a new competition for aspiring fashion bloggers to get their foot in the door and shoot at our opening runway event, Fashion Full Stop!! You could win a media pass to LMFF's opening event to capture all the action and prizes from Nikon so stay tuned on [Twitter](#) or [Facebook](#) for the announcement!! [FOLLOW LMFF / LIKE LMFF.](#)