

MARCH
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L'ORÉAL MELBOURNE FASHION FESTIVAL

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SWINGTAG

THE AUTUMN ISSUE

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There's something very romantic about Autumn. Perhaps it's the crisp clear mornings or the amber leaves falling on the city streets. We are pulling out our coats and scarves and stocking up on sensual hosiery in preparation for many cool yet cosy nights. Read on to see some of the things that will make your cooler months that little bit brighter.

SAY BON VOYAGE TO BARE LEGS WITH TIGHTS FROM VOODOO

As the winter chill closes in, the time is right to make an investment in hosiery that will see you through the cooler months. Check out LMFF's three favourite hosiery looks for the season from Voodoo, as showcased at LMFF 2011 in the L'Oréal Paris Runway 4 presented by In Style. Check out LMFF's pics from the runway [HERE](#).

Image: Layering up at L'Oréal Paris Runway 4. Photo by [Lucas Dawson](#).



MUSIC TO YOUR EARS - \$100 OFF THE NEW BANG & OLUFSEN STEREO

The LMFF office is loving the big sound that our slick new Bang & Olufsen BeoSound 8 stereo puts out! Compatible with iPad, iPhone, iPod, computer and other portable devices, discover the iconic style and breathtaking sound quality that has made Bang & Olufsen the most sought-after name in home audio. Swingtag readers will receive \$100 off this gorgeous new sound machine! Simply mention 'LMFF' at your nearest store before May 31st 2011 and be grooving to the beat in no time*. Find your nearest store [HERE](#).



FASHIONABLE FEET WITH STEVE MADDEN SHOES

Considered the fashion footwear mogul of the 21st century, Madden has been responsible for the design and marketing of the company's trendsetting shoes for the past two decades. His vision is to give young, fashion forward men and women a unique way to express their individuality through style which has propelled his designs to the forefront of the fashion industry. The Steve Madden Winter 11 range is a funky fusion of Studio 54 sass and military machismo. From bold knee-high platforms to glittering pumps, these styles are straight from the runway and in stores now so you are winter ready! [VISIT WEBSITE](#).

Image: Melissa George in Steve Madden open toe booties, perfect for transeasonal weather. Photo by [Lucas Dawson](#).



FASHIONTREND GIVEAWAY

FASHIONTREND Australia has just launched their April issue showcasing LMFF and the international Spring Summer collections. The new issue titled 'Queen' signals winter's approaching tide with a spellbinding beauty narrative created by Rae Morris for L'Oréal Paris. Featuring 200+ pages of unstoppable fashion, this highly collectable edition reigns supreme. We have 5 issues to GIVEAWAY! Simply email fashion@lmff.com.au by April 31st 2011 and answer 'What is your favourite thing about Autumn?'

Image: Win one of five copies of the latest FASHIONTREND for the latest in luxe autumn/winter looks.



SNIPPETS

STRENGTH TO STRENGTH FOR SONG FOR THE MUTE

Since winning the 2011 LMFF Designer Award, [Song for the Mute](#) designers Lyna Ty and Melvin Tanaya have been going from strength to strength. They have recently returned from Singapore Men's Fashion Week and are busy working on new projects. Check out their latest update on the [LMFF BLOG](#).

VOTE NOW TO HELP FIND BRISBANE'S NEXT AVANT GARDE DESIGN TALENT AT QUEENSPAZA

The ultimate shopping destination for Autumn Winter trends in Brisbane, QueensPlaza supports emerging Brisbane designers with a unique initiative that helps kick start their careers. Vote now to help find Brisbane's next Avant Garde design talent in Fashion & Millinery and Hair & Make-up categories. Just by voting - you will instantly go into the draw to WIN a \$1,000 QueensPlaza shopping spree. Voting closes April 22 so be quick! Visit queensplazashopping.com.au to help discover the next big design talent. [VOTE NOW](#).

AUSSIE MODEL ON THE COVER OF ELLE'S PLUS SIZE ISSUE

Australian model Robyn Lawley definitely doesn't have any qualms about being referred to as a plus-sized model. In fact, she's taken to the opportunity with both hands; moving from Sydney to New York, nabbing herself several contracts, editorial features and runway shows along the way and now appears on the latest cover of ELLE France. Chosen by ELLE France for their Ronde et Fashion 'curvy edition,' Lawley features in a 10-page spread titled 'Fashion voluptueuse.' The 21-year-old now reigns as probably one of the most recognised and sought after plus-size models, and her down-to-earth attitude has made her an advocate for redefining beauty and body image. [READ MORE](#).

*BANG & OLUFSEN T&C'S

This offer is available from Australian stand-alone Bang & Olufsen showrooms only. This offer is not available with any other voucher or offer. Offer valid in store until 31 May 2011.

GET YOUR FREE LMFF BUSINESS SEMINAR REPORT FROM WGSN.COM

This year's LMFF Business Seminar welcomed some of the world's most influential creative thinkers from the field of branding. Leading global trend forecasting and analysis company, WGSN.com were on hand to capture and summarise the key trends discussed throughout the day and as a Swingtag reader, you can download the full report for FREE from WGSN.com. Simply register your details [HERE](#), and access all the key insights. [Visit WGSN](#) and [download now](#).

ZARA NOW OPEN AT WESTFIELD SYDNEY

Fashionistas all over the country have been perched on the edges of their killer heels waiting for the much-anticipated opening of the first Australian location of Spanish retail giant, ZARA. The global fashion powerhouse last night opened a three-level, 1,830m squared concept store in the \$1.2B world-class retail precinct, Westfield Sydney. Anchoring this exciting new development on Pitt Street in Sydney's CBD, the Westfield Sydney Zara store offers a full range of women's, men's and children's wear. Read more on the Westfield website. [VISIT WEBSITE](#).

LOVED & LOST

The most beautiful concept; Loved & Lost is an online noticeboard that aims to reunite pairs, in particular gloves and mittens, separated during Melbourne's cooler months in 2011. Based on the premise that one glove is rarely of use without the other, Loved & Lost seeks the participation of both the bereft and the sympathetic. Owners of single gloves can report their missing half at www.lovedandlostsociety.com.

DISCO BAMBIE

For the cover story in the latest issue of Harper's BAZAAR Spain, stylist Juan Cebrian has curated a gorgeous disco era-inspired wardrobe to be showcased on Australian model Bambi Northwood-Blyth. While it's been great basking in the loose and lazy Nineties style-revival, the return of Disco-chic, big hair and drag makeup is surely due for a comeback. View the shoot [HERE](#).

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