

MARCH
2011
14-20
L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

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SWING TAG

THE BLACK & WHITE ISSUE

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Gazing around the room at our last team meeting, my eyes were awash with a sea of black and white. Though we are massive fans of colour, we are certainly flirting with black and white right now – perhaps as a reflection of the winter weather rolling in. Whether it's a crisp white shirt, a perfectly fitted black blazer or a fail-safe little black dress, you can't deny this sophisticated, subtle and sexy palette – so with this I dedicate this issue to our love of black and white!

FAREWELL TO KIRI!

This week we farewell our wonderful General Manager Kiri Delly. Kiri has been a tremendous part of the LMFF family for over eight years, "I will definitely miss being a part of the amazing event that the Festival has become, but leave you in good hands with the wonderful team to execute their amazing vision" Kiri said. We thank her for her vision and support and wish her all the best in her next adventure.

Pictured: Grant Pearce and Kiri Delly at LMFF's Sidewalk 2011.



MANNEQUIN THE EXHIBITION MELBOURNE FASHION 1950 - 1970

Mannequin is the third in a popular and critically acclaimed series of fashion exhibitions staged by the National Trust at Como as part of the LMFF Cultural Program. Mannequin is about a generation of professional models who were dressed and photographed by the leading fashion makers of the time giving Melbourne fashion its own distinctive and influential style. The exhibition delves into the vast archive of photographs, newspaper and magazine spreads and the fashion that inspired them that have been held in the private collections of well-known career models. Open daily from 10:30am to 4:00pm until 3 July 2011. [READ MORE.](#)

Pictured: Model Diane Masters – Photographed by Athol Shmith, 1953.



HAVE YOU GOT SPECS APPEAL?

Specsavers is conducting a nationwide search to find Australia's most stylish spec wearers for 2011. This year, the competition welcomes supermodel and fashion photographer, Helena Christensen, who will judge the Spectacle Wearer of the Year competition and personally photograph this year's winner in New York! Everyone who loves their specs and enjoys wearing them with style and confidence is encouraged to enter for their chance to be crowned Australia's most stylish spec wearer for 2011 and kick start a modeling career. [READ MORE.](#)

Pictured: Helena Christensen knows how to rock a pair of specs. Photo by [Lucas Dawson](#).



SPOTLIGHT ON GAIL SORRONDA

Designer Gail Reid could never be labeled a follower of trends, instead she works by evolving her own unique aesthetic with a strictly monochromatic colour palette of black and white from season to season. This was seen recently on the runway at RAFW without even a hint of grey. Instead of using colour, Gail carefully builds on previous concepts while injecting new elements through each collection. A whimsy aesthetic prevailed with many feminine and bubble-shaped garments floating down the runway. See more - [VISIT WEBSITE.](#)

Pictured: A signature white look from Gail Sorronda's show at RAFW 2011. Photo by [Lucas Dawson](#).



MARIO TESTINO MASTER OF BLACK & WHITE PHOTOGRAPHY

Mario Testino has become one of the world's most well-known and celebrated fashion photographers. His work has been featured across the globe in magazines such as Vogue, Vanity Fair and V and he has crafted and contributed to the imagery of leading fashion houses. He shot Prince William and Kate Middleton looking classic and completely giddy prior to their wedding earlier this year. See this shot and more of our Testino favourites on the [LMFF BLOG.](#)

Pictured: Mario Testino has shot Gisele Bundchen numerous times, this one shot in 2009.



SNIPPETS

GARETH PUGH SPEAKS FOR STATE OF DESIGN FESTIVAL

The State of Design Festival is hosting a series of live, State conversations held at the Wheeler Centre from July 25 – 29. Melbourne's leading designers will pose nine critical questions to five of the world's most important design thinkers working in fashion and design. Fashion designer Gareth Pugh who has received global recognition and wide critical acclaim for his outlandish clubwear and novel approach to redefining modern luxury will speak at one of these. This is a free event but bookings are essential. [READ MORE.](#)

SONG FOR THE MUTE IN HARROLD'S

Winners of the prestigious LMFF Young Designer of the Year Award for 2011, Song for the Mute, have opened a temporary space in iconic luxury menswear store Harrolds in Westfield Sydney and Collins Street Melbourne. This is the first time Harrolds have ever placed an Australian designer in their brand mix. [READ MORE.](#)

SEDUCE ON BOARD FOR CHAMBORD SHINE AWARDS

In 2011 Chambord@ proudly partners with Seduce Australia to offer the winner of this year's Chambord@ Shine Awards™ the opportunity to have one of their designs produced and retailed through Seduce stores. If you are a designer enter now, as entries close at 6pm on Friday May 27. [ENTER NOW.](#)

STAY AT THE SOFITEL FOR LOVE NEVER DIES

Andrew Lloyd Webber's The Phantom of the Opera is widely regarded as the most successful piece of entertainment in history. Now, the story of the Phantom continues in a brand new musical production, Love Never Dies. Opening this weekend! See all the theatre packages available with the Sofitel [HERE.](#)

WE HAVE A WINNER!

Congratulations Cinzia Giacchi! You are now the proud owner of a new Bang & Olufsen BeoSound8 Stereo worth over \$1490! Thank you to everyone who subscribed to Swingtag. All of our readers can receive \$100 off this gorgeous new sound machine - simply mention 'LMFF' at your nearest B&O store before May 31st 2011. Find your nearest store [HERE.](#)

KUWAII WEBSHOP LAUNCHES

To celebrate the official launch of Kuwaii's webshop they're having a competition! The prize is a beautiful Cape Sleeve Jacket in black, valued at \$545; the perfect winter piece. In order to win, visit Kuwaii's webshop and decide what your favourite Kuwaii Winter item is. Then hop over to their Facebook page and write a short comment detailing your favourite item in the shop. The winner will be drawn at random on the 31st May 2011. [VISIT KUWAII.](#)

GET YOUR FASHION FIX AT 565 LASOO

LMFF partner 565 Lasoo provides the common thread that binds the very best of fashion together in one convenient online location. With the best men's and women's fashion available, 565 Lasoo gives you the unique opportunity to learn about the latest collections and improve your fashion intelligence to make more informed choices. Brands include Kookai, Metallics, Leopold, Grab, Review, Voodoo and more. Try out the Styleboard to create and share your favourite looks and the collections you love. [VISIT WEBSITE.](#)

GEMMA WARD AS A BEAUTIFUL SINGING MERMAID

Aussie Gemma Ward plays 'Tamara the Mermaid Queen' in Pirates Of The Caribbean: On Stranger Tides. Check out this clip from the movie where Gemma Ward sings the traditional pirate tune "My Jolly Sailor Bold" to luring bewitched pirates into the water. [WATCH IT.](#)

ETSY DOWN UNDER

The worldwide phenomenon that is Do-It-Yourself database and store Etsy is heading to Australia in June to spread the creative love with events planned in Sydney and Melbourne. If you've ever bought or sold anything from Etsy or like making and selling things you'll want to take part in this. [READ MORE.](#)

HAPPY FEET IN HOBES

Need a comfy, relaxed and quality shoe? Check out the lovely Hobes. Each show is hand made with an impeccable attention to detail and available in a range of muted tones in suede & canvas materials - perfect for the cooler months! [READ MORE.](#)