

# SWING TAG

THE  
DAY FOUR  
ISSUE

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Check out all the highlights and LMFF events to come in our daily update.

## GLITZ & GLAMOUR AT LMFF

Yesterday was another day packed with fashion treats for you! There was the fabulous free Sidewalk presentation by City Chic at Federation Square, tips and tricks shared by Rae Morris & Emily Taylor at the first marie claire and L'Oréal Paris Beauty Workshop and an amazing show of frocked up guests for LMFF's first Red Carpet Runway featuring Alex Perry.

A picture speaks a thousand words, and with so many more amazing events to mention including Jack London's Trunk Show and the National Graduate Showcase, best head over the the LMFF website to view all the picture highlights in the gallery and re-live all the fashion fun. [VIEW PICTURES](#).

*Pictured: Megan Gale's impressive return to the runway at LMFF's Red Carpet Runway starring Alex Perry!*



## WHAT'S ON TODAY – THURSDAY MARCH 17

Today the focus is on business with the renowned Business Seminar and of course, more amazing runways!

[LMFF Business Seminar](#) – 8.30am – 4.00pm, Tickets available.

[LMFF Sidewalk – Jeanswest](#) – 12.00pm, FREE at Federation Square.

[L'Oréal Paris Runway 3](#) Presented by Madison – 6.30pm.

[L'Oréal Paris Runway 4](#) Presented by In Style – 8.30pm.

[LMFF Menswear Runway](#) – 10.30pm, a free Peroni at the bar pre show from 9pm with your ticket and a gift bag for everyone! Tickets available on door, \$49.

*Pictured: Last night's Jack London Trunk Show (love the bulldog)!*



## WHAT'S ON TOMORROW – FRIDAY MARCH 18

Beauty and fashion and fun oh my!

[The Herald Sun Marketing Breakfast](#) – 7.30am – 9.00am, sold out.

[marie claire and L'Oréal Paris Beauty Workshop](#) – 12.30pm – 2.00pm \$35 with a gift bag valued at over \$100, tickets available through [Ticketmaster](#).

[LMFF Trunk Show - MIMCO](#) – 5.00pm, sold out.

[L'Oréal Paris Runway 5](#) Presented by Harper's BAZAAR – 6.30pm.

[L'Oréal Paris Runway 6](#) Presented by frankie magazine – 9.00pm.

*Pictured: Ana Diaz one of 12 finalists in the National Graduate Showcase presented by Sportsgirl last night.*



## SNIPPETS

### DON'T MISS MELBOURNE'S GPO DESIGNER FASHION PARADES ON TODAY!

Head down to the GPO today at 12.30pm and 1.30pm for free fashion parades. Ultra-Melbourne street labels such as Alpha60 and LIFEwithBIRD will appear alongside Melbourne's GPO designer favourites; Lisa Ho, Manning Cartell and Wayne Cooper, in runway presentations that will transcend seasonal perceptions and inspire wardrobe additions. Fusing performance, fashion and art – you'll want to be seen at this event! [VISIT WEBSITE](#).

### THE L'ORÉAL PARIS POWDER ROOM - HAVE YOU BEEN SNAPPED ON THE RED CARPET YET?

Step into the L'Oréal Paris Powder Room for all the festival glitz and glamour! The L'Oréal Paris team of experts are on hand to provide beauty consultations to everyone that visits. For opening times and to see all the pics from the red carpet visit the LMFF Facebook page! Tag yourself and your friends. [CLICK HERE](#).

### LIZ WILLIAMSON: NEW TEXTILES

Liz Williamson: New Textiles presents a new body of work, playing on ideas of shelter and memory as notions of containment and bodily protection. The exhibition makes connections between clothing and the body, experimenting with different weaves, textures and structures whilst exploring visual and conceptual territory. Open daily until April 23. [READ MORE](#).

### DON'T MISS FREE RUNWAYS TOMORROW AT COLLINS 234

Enter if you dare into the theatrical Collins234 Boutique Gardens to view a summ/winter 2011 Collections by the divine designer stores housed in this fabulous boutique retail centre throughout the day tomorrow. [READ MORE](#).

### GRADUATE SHOWROOM COLLECTION

The National Graduate Showcase presented by Sportsgirl was a great success last night and today, a new addition to the Graduate initiative in 2011 has begun with the National Graduate Collection Showroom. This is a place where graduate designers have the opportunity to meet with industry influencers and media to gain invaluable experience and interaction with the support of industry mentors. To see the finalists on the runway visit the [LMFF Gallery](#).

### FOR TICKETS VISIT TICKETMASTER.COM.AU

Shows are selling out fast but you still have time to get tickets to some of the hottest events of the week! Visit the LMFF page on the Ticketmaster website or phone 13 61 00. [BUY NOW](#).

### DANIELA FEDERICI EXHIBITION

Open now, this exhibition follows the career and work of Australian photographer, Daniela Federici. Daniela Federici photographed LMFF's 2011 creative featuring Melissa George is back in Melbourne for the Festival. Presented at Sophie Gannon Gallery this is the first retrospective exhibition of the work of Daniela Federici, she will also present a masterclass tonight at the gallery. For more information [VISIT WEBSITE](#).

### SOFITEL FASHION STILLS EXHIBITION

Open until March 31, 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. [READ MORE](#).