

MARCH  
2011  
14-20  
L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL

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# SWING TAG

THE DAY THREE  
ISSUE

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

## AND THE WINNER IS...

What a great day! Yesterday we announced the winner of the 2011 L'Oréal Melbourne Fashion Festival Designer Award presented by Woolmark and supported by VOGUE Australia - a huge congratulations to Song for the Mute. There was a free Forever New Sidewalk at Federation Square (starring some amazing ballet dancers), the first of our business events - Fashion Industry Forum Retail Detail, and we kicked off the L'Oréal Paris Runway series at Peninsula with two amazing shows. Check out highlights from yesterday's events at the [LMFF GALLERY](#).

*Pictured: Song for the Mute at the 2011 Designer Award presentation at KPMG.*



## WHAT'S ON TODAY – WEDNESDAY MARCH 16

Today is jam packed with events so get along to something and spoil yourself with fashion & beauty treats!

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

[marie claire & L'Oréal Paris Beauty Workshop](#) - 1.00pm, \$35 with a gift bag valued at over \$100! Tickets available.

[LMFF Fashion Industry Forum 2 - E-tail Detail](#) - 3.00pm, Tickets available.

[LMFF National Graduate Showcase Presented by Sportsgirl](#) - 6.30pm, Tickets available.

[LMFF Trunk Show - Jack London](#) - 8.30pm, Tickets available.

[LMFF Red Carpet Runway Presents Alex Perry](#) - 9.00pm, Tickets available.

*Pictured: Arnsdorf in L'Oréal Paris Runway 2 last night at Peninsula.*



## WHAT'S ON TOMORROW – THURSDAY MARCH 17

If you want more fashion, we have it! Here's a look at what we have on tomorrow.

[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, Tickets available.

*Pictured: Forever New at yesterday's free LMFF Sidewalk at Federation Square.*



## SNIPPETS

### QV FASHION FUSION SHOWS

QV put on their amazing free Fashion Fusion Shows full of fashion and dance yesterday where Autumn/Winter 2011 collections were showcased by leading designers and fashion houses including BOSS Orange, Cactus Jam, Guess, T.L.Wood, Wayne Cooper, Frat House, Mooks, Stussy and more! If you missed the free shows yesterday you can still head down to QV to shop the collections! [VISIT WEBSITE](#).

### CHADSTONE VIP SHOPPING AND FASHION PARTY TODAY!

Today is the best time to shop for your Autumn/Winter Wardrobe is during Chadstone's VIP Shopping + Fashion Party! From 9am - 11pm you will enjoy exclusive discounts of up to 70% and red carpet treatment from over 500 stores, free Autumn/Winter Runway 2011 Shows at 6:30pm and 8:30pm, the Qee Designer Toy Exhibition featuring 12 Australian fashion icons and much more! Take a free ride on the Fashion Shuttle from the City to Chadstone, call 1300 668 467. This is a shopping day not to be missed! [READ MORE](#).

### MIDDLETONS FASHION LAW BREAKFAST

This morning Middletons held their Fashion Law breakfast providing insights and information to a fantastic crowd of industry and designers. With a dedicated team of lawyers with expertise in legal issues facing the fashion industry, expect a refreshingly different approach for all your legal advice. [VISIT WEBSITE](#).

### THE L'ORÉAL PARIS POWDER ROOM OPEN ALL WEEK!

This year's L'Oréal Paris Powder Room is as popular as ever! We are loving the new Baroque Glamour collection and looking at all the pics of everyone on the red carpet! For opening times and details, head to the Beauty page on [lmff.com.au](#). [VISIT NOW](#).

### TICKETS STILL AVAILABLE

There are still tickets available to some of the hottest events of the week! Visit the LMFF page on the Ticketmaster website or phone 13 61 00. [BUY NOW](#).

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