

MARCH
2011
14-20
L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

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SWING TAG

THE RESOLUTION ISSUE

ABOUT LMFF FESTIVAL INFO GALLERY PARTNERS DESIGNERS MEDIA

With the Festive season over, and the clock ticking into 2011, it's the perfect time to reflect on the year that has past and start formulating resolutions to make positive changes for the New Year. This issue is about helping you set goals and get excited about the year ahead. We wish you happiness and hope this issue will help make 2011 the best in health, lifestyle, and fashion yet!

WIN THE ULTIMATE FASHION PRIZE!

To celebrate our new launch event set for Monday 14 March 'LMFF FASHION FULL STOP' we ask you to re-live the moments in fashion that shaped your style today. Enter our [FASHION FULL STOP PHOTO COMPETITION](#) with the Herald Sun by sending us your favourite fashion moment and you could win a LMFF Passport for you and a friend and more amazing prizes including the chance to have your picture featured in the LMFF Launch event!

[ENTER NOW.](#)

BE MORE BUSINESS SAAVY

If fashion is your business, why not resolve to be more business savvy in 2011 by attending one of the LMFF Business Events. The [LMFF Business Seminar](#) will host Jefferson Hack of Dazed & Confused, Mickael Schiller, CEO of ACNE and the recently appointed Creative Directors for Bally, Graeme Fidler and Michael Herz. [The Herald Sun Marketing Breakfast](#) is a must for all marketing professionals which will this year focuses on ways to navigate your brand through the ever evolving digital space.

[Tickets available now through Ticketmaster.](#)

Pictured: Creative Directors for Bally, Graeme Fidler and Michael Herz



GET GLAMOUROUS WITH ALEX PERRY

New for the 2011 Festival Program, [Red Carpet Runway](#) presents Alex Perry. Limited tickets are available for this one night only event which treats you to a drink on arrival, premium seating and an exclusive fully catered cocktail party following the show. This is the first time Australia's most glamorous designer, Alex Perry will be showing his collection in Melbourne to the public!

[TICKETS ON SALE NOW](#) (and selling fast)!

Pictured: Alex Perry SS Runway



LIKE, TWEET AND SHARE WITH LMFF

Resolve to be more connected! With the official LMFF 2011 Program launching on Wednesday 9 February, ensure you are up to date with news on ticket sales, free events and all things fashionable by joining our community. Stay in touch by connecting to us through the following channels:

[Facebook](#) / [Twitter](#) / [Newsletter](#) / [iPhone](#)



SUPPORT THROUGH FASHION

It's impossible to ignore the devastation faced by Australians enduring the floods in Queensland. Today (Friday 14 January), Mimco (pictured) will donate 100 per cent of all net profits from all of their stores across Australia, the UK, New Zealand and Singapore to the Queensland Flood Relief Appeal.

[READ MORE](#) about other ways you can support the fund.



COOK MORE!

Summer is officially here (though the rain would have us thinking otherwise), and that means BBQs and outdoor dining. Make the most of summer entertaining with this Chilli, Lime & Coriander Prawn recipe. We love this healthy and delicious summer recipe - perfect for Australia Day!

[See the recipe here.](#) Yum yum!



WIN FASHIONTREND

FASHIONTREND Australia has launched the January 2011 Issue showcasing New Zealand Fashion Week and the international collections from Paris & London. The new Issue titled 'Breathless' is dedicated to eternal femininity... a tribute to bygone glamour and seductive beauty anchored by 200+ pages of unstoppable fashion.

We have 3 Issues to GIVEAWAY! [Simply visit LMFF on Facebook](#) and tell us your best Fashion Resolution for 2011 to WIN.



SNIPPETS

SUMMER SPARKLES WITH YARRABANK

The LMFF team were sampling this delightful drop at our Partners Celebration last month. The signature elegance and restraint of [Yarrabank](#) is ensured each vintage as the stringent Methode Champenoise is followed, using only exceptional parcels of fruit. Yarrabank Crème de Cuvee has a delightful creamy palate with a hint of sweetness in a demi-sec style. Strawberry, stone fruit, citrus, pastry characters and soft acidity are the hallmarks of this beautiful Rosé sparkling wine – perfect for summer entertaining!

THANK YOU ARTS EVENTS

LMFF are pleased to announce that Arts Events Management Australasia are back on board as the Festival's production company in 2011. LMFF and Arts Events have a long standing relationship, going right back to the first Festival in 1997! We will work together closely to produce the world-class events throughout the Festival week and we are very much looking forward to doing so again in 2011. See the [Arts Events website](#) for more information about their wonderful work!

THE SATORIALIST DOCUMENTARY

The film invites us to get to know the man behind the camera, Scott Schuman. We see him rely on instinct and reaction, to create simple, beautiful images. The Sartorialist, Schuman says, acts as a digital park bench, where people can view from all across the world, style and trends of the moment – a scrapbook by which we may be able to look back 100 years from now. [WATCH IT.](#)

LAST CHANCE TO VOLUNTEER FOR LMFF 2011

We have already had over 800 applicants and this is the last chance applications are open to volunteering at the 2011 L'Oréal Melbourne Fashion Festival. We require motivated and enthusiastic volunteers to assist with the events throughout the week. To officially register your interest in joining the LMFF volunteer team, please visit [Arts Events](#). Registrations close 31st January 2011. [APPLY NOW.](#)

SONG FOR THE MUTE

[Check out this picturesque video for Song For The Mute's A/W 11 collection, Milieu.](#) We look forward to seeing more of them finalists for the LMFF Designer Award.

H&M'S NEXT COLLABORATION

H&M has participated in some pretty epic collaboration from Karl Lagerfeld, to Comme des Garçons, Jimmy Choo to Stella McCartney, Marimekko to Viktor & Rolf and their latest Lanvin. They have just introduced their next partnership, with Swedish blogger/stylist Elin Kling. First it was celebrity turned designer, but for the new decade it's all about the blogger. Elin Kling is a super stylish Swedish girl and creator of blog Style by Kling, where she documents the process.

BLAKE LIVELY FOR CHANEL

Blake Lively can now also add 'official ambassador' for Chanel's new Mademoiselle handbag line to her list of accomplishments. The blonde bombshell will appear in a campaign photographed by Karl Lagerfeld. Lagerfeld shot the campaign at the monumental Chanel headquarters at Rue Cambon.