

MARCH
2011
14-20
L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

[BLOG](#) [TWITTER](#) [FACEBOOK](#) [LMFF TV](#) [IPHONE](#) [WEBSITE](#)

SWING TAG

THE WRAP ISSUE

[ABOUT LMFF](#) [FESTIVAL INFO](#) [GALLERY](#) [PARTNERS](#) [DESIGNERS](#) [MEDIA](#)

That's a wrap for 2011! It's sad to see LMFF over for another year, but we are so proud of all the talented Australian designers involved and everyone who helped make it such a wonderful week. It really feels like Autumn now and we are feeling so inspired by all the fashions we have just seen on the runway. Read on to re-live the fashion and moments that made LMFF especially memorable. A huge thank you to everyone who was part of LMFF 2011 to help make it the best Festival yet!

RELIVE THE RUNWAY AND YOUR FAVOURITE FESTIVAL MOMENTS

There are too many highlights to mention but we have hundreds of images and videos capturing what went on so even if you couldn't make it, you can still see everything that happened at LMFF 2011. For all the best runway footage and interviews visit [LMFF TV](#), to find your favourite outfit from the runway or to see what went on backstage visit the [LMFF GALLERY](#) and to read our Festival highlights wrap up visit the [LMFF BLOG](#).

Pictured: Gorman in L'Oréal Paris Runway 6 presented by frankie magazine. Photo by Lucas Dawson.



DRAWN FROM FASHION

Drawn From Fashion is an exhibition showcasing and celebrating emerging Australian designers and young fashion illustrators and artists. Using photos from previous L'Oréal Melbourne Fashion Festival runway events, 15 young Australian artists, hand-picked by the team at online design store Leeloo, will create original works using methods based in fashion illustration, art and graphic design. These artworks will be for sale, and be strongly featured in both Australian art and fashion alongside the hugely successful Finders Keepers market. [READ MORE](#).

Pictured: Art by Pippa McManus, one of the 15 artists in Drawn From Fashion.



FINDERS KEEPERS MARKET IN MELBOURNE THIS WEEKEND

The bi-annual Finders Keepers Market is the leading event of its kind, with a strong focus on quality independent design including jewellery, accessories, homewares, art and fashion made by up and coming Australian artists in their field. The markets are **FREE** entry for all and feature live music, with a cafe and bar open all day. Head to **Shed 4** at Docklands on **Saturday March 26th** and **Sunday March 27th** from **10am to 5pm** to enjoy the exhibition and the markets amongst the lovely atmosphere, the music and yummy food. [READ MORE](#).

Pictured: Don't miss Finders Keepers this weekend for amazing fashion, design, art, music, food and fun!



TELL US WHAT YOU THOUGHT OF LMFF 2011 AND WIN!

We continually strive to create exciting events throughout the Festival week, however we cannot do this without your help. We would love to hear about your experience so have created a short survey for you to complete. This survey aims to understand a little about yourself, what your experiences were like at this year's LMFF and what you would like to experience at LMFF in the future. The questions are easy to answer and the whole survey will take approximately 10 mins to complete. To thank you for your feedback, all those who complete our online survey will go into the draw to win one of 5 LMFF gift packs each valued at \$250! [COMPLETE SURVEY](#).

Pictured: Backstage at L'Oréal Paris Runway 5 presented by Harpers BAZZAR. Photo by Fernando Barraza.



SNIPPETS

WESTFIELD DONCASTER CELEBRATES LITTLE BLACK BOOK OF INSPIRATION

Shhh...We've got a little fashion secret we want to share with you. Want to be the first in line with the best fashion deals on the hottest labels? To get your very own copy of the second edition of the Little Black Book of Inspiration go to Westfield Doncaster from Monday 28th March and collect your Book from the Conciierge Desk. Be quick as quantities are limited! That way you won't miss out on over 96 fabulous offers on labels such as Calibre, Country Road, Cue, Sportsgirl, David Lawrence and more! Valid from 31st March to 3rd April 2011. Brilliant!

QUALIA CREATIVE BUSINESS SEMINAR SETS

Great design is conceptually driven and this year's LMFF Business Seminar, featuring future-forward speakers such as Dazed Group founder Jefferson Hack and the CEO of ACNE, Mikael Schiller, certainly promised conceptual fuel to burn. We invited Qualia Creative to design this year's set, and they were delighted to dive in and seize the challenge of creating something beautiful and meaningful for Melbourne's premier fashion event. Red about it on the [BLOG](#).

NINE WEST FOR WINTER

Fall into an alluring world of temptation, obsession and envy with the Nine West Winter Eleven collection as seen on the LMFF runways! Be seduced by soft suede booties and structured wedges in shades of buff and taupe from the Caramel Temptation range. Cozy hand knitted clutches with natural wooden frames will warm up your look as temperatures drop. Or choose the gentle and neutral palette of the Bandeau trend. Sandals and wedges are laden with softly gathered suede strapping and imbued with femininity. For the hottest high-fashion must-haves and trends that rule the runway get to [Nine West](#) this Winter – they will have you committing a multitude of deadly sins!

THANK YOU!

Thank you again to everyone who worked on, participated in and contributed to LMFF 2011! We couldn't do it without your enthusiasm, support and ongoing dedication. xox

HAVE YOUR FOUND YOUR PICTURE ON THE RED CARPET YET?

All the images are up so don't forget to visit the [LMFF Facebook](#) page and tag yourself on the L'Oréal Paris Powder Room Red Carpet.

LEXUS CELEBRITY CHALLENGE RACE AT THE 2011 GRAND PRIX

[Lexus](#) is bringing back the Celebrity Challenge race to the 2011 [Formula 1™ Qantas Australian Grand Prix](#) after the event's two-year hiatus with the launch of the world's first luxury Hybrid Hatch, the Lexus CT 200h. The Lexus CT 200h Celebrity Challenge will feature 28 all-new Lexus CT 200h hybrids racing around Melbourne's Albert Park circuit this weekend. Significantly, the Celebrity Challenge will be the first hybrid-only race staged globally and will mark the introduction of the all-new compact luxury hybrid to the Australian luxury market. In a new initiative, made possible by the Lexus, two celebrities will have the opportunity to win - one for outright victory and the other for the Le Mans-inspired "index of efficiency" concept, by measuring fuel use during the race. [READ MORE](#).

DESIGN YOUR OWN DOONA WITH POP BY SHERIDAN

A fun new concept created by Sheridan, create your own look, mix and match, a piece made, over 40 colours and designs for a custom made bed of your dreams - it's the most fun you can have with your bed! So when you need a new look for your bedroom, head to the POP by Sheridan kiosk at Westfield Doncaster, Grand Level (opposite Sportsgirl) or visit the [website](#) and play now!

SIPPING ON CHAMPAGNE

Thank's to Champagne Devaux for keeping everyone refreshed with the delicious champagne Devaux Grande Reserve Brut NV throughout Festival. Here are some notes so you know why we loved it so much. Devaux's entry point is the pick of its non-vintage releases this year. With a two thirds majority of pinot noir, there's plenty of richness here, and chardonnay provides definition with a cut of lemon zest through its core. A pretty bouquet has accents of lemon and lemon zest which reappear on a fresh, zesty palate. Three years ageing on lees has brought everything together beautifully, with a lovely fine bead, a long finish and well-gauged dosage.

BANG & OLUFSEN BEOSOUND 8 AUDIO SYSTEM

Think of a room, any room. A bedroom, guest room, summerhouse, chic apartment, or family home. Now just add BeoSound 8 to fill up your room with Bang & Olufsen sound and style. If you keep your music on an iPad, iPhone, iPod, computer or other portable device, you are all set to discover the iconic style and breathtaking sound quality that has made Bang & Olufsen the most sought-after name in home audio. To match your personal taste and the room you place it in, BeoSound 8 comes in either black or white with aluminium details and when you feel the need to add a splash of colour to the room choose from six fabric speaker covers from green to lavender. If you came to the LMFF Menswear Runway, you will have found a \$100 voucher in your goodie bag so what are you waiting for!? [VISIT WEBSITE](#).