

MARCH
2011
14-2011
L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

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SWING TAG

THE
DAY TWO
ISSUE

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

SALUTING FASHION'S FINEST

Last night 4000 fashion fans filled the Melbourne Convention and Exhibition Centre's vast Plenary auditorium to launch LMFF 2011 with a supersized celebration of Australian fashion's finest. Australian musicians including Russell Morris, Marcia Hines and Guy Sebastian led segments celebrating the designers' work and notable moments in fashion history.

Check out more pictures on the [LMFF BLOG](#).



WHATS ON TODAY - TUESDAY 15 MARCH

From free shows to forums, we have loads on today to feed your fashion fix!

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

[LMFF Sidewalk - Forever New](#) - 4.30pm, Free runway at Federation Square

[L'Oréal Paris Runway 1 Presented by Grazia](#) - 6.30pm.

[L'Oréal Paris Runway 2 Presented by VOGUE Australia, Supported by Woolmark](#) - 9.00pm, Tickets available.



WHATS ON TOMORROW - WEDNESDAY 16 MARCH

Loads to see and do at LMFF 2011! Here is a look at what we have on tomorrow.

[LMFF Sidewalk - City Chic](#) - 12.00pm, Free runway 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.



SNIPPETS

BONDS LAUNCH UNDERWEAR RANGE TOMORROW AT FEDERATION SQUARE

Tomorrow, Bonds Ambassadors Sarah Murdoch and Pat Rafter will launch the new BONDS Invisitaits underwear range, declaring that 'an Invisitaits silky smooth tail is winter's hottest fashion accessory! Dancers will perform a burlesque-style dance routine to a crowd at Federation Square tomorrow at 7.30am.

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](#).

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