



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE PERSONAL STYLE ISSUE

IT'S ALL ABOUT YOU

In the last issue of Swingtag LMFF saluted the ambassadors of the Australian fashion industry who were promoting our countries rich design talent. This issue we focus on YOU, the fashion devotee who supports Australian design by wearing these pieces with pride. Most importantly we want to celebrate the way you work these clothes, mix them with other garments and wear them in your own personalised way.

Now, more than ever individuals have the power to create and define trends thanks to the rise of fashion bloggers and commentators across the world who are sharing real people's style and inspiring looks. LMFF 2010 celebrates being happy and most importantly being happy with you!



STUDENT STYLE COUNSEL

LMFF is offering you an amazing opportunity to be inspired by the next generation of Australian designers.

We will celebrate the future of Australian fashion with the return of the LMFF Metamorphosis Student Showcase presented by Sportsgirl and supported by frankie magazine. In its second year the event will be relocated to Peninsula, Central Pier the home of LMFF's state of the art L'Oréal Paris Runways. [Read More](#)

Pictured: Danielle van Camp



CELEBRATE YOUR STYLE

LMFF will celebrate personal style and individuality with a new initiative in 2010 – the LMFF Style Celebration presented by Spotlight supported by Get Creative where LMFF aims to get the biggest audience in the world to a public fashion event.

We're calling on everyone including YOU! We want fashion innovators and style enthusiasts to 'celebrate their style' and come along in an outfit that expresses originality and creativity for the chance to be 'style-hunted' by one of LMFF's celebrity judges. [Read more](#)



FASHIONS DAY OUT AT TARGET ROCKS RED MARKET

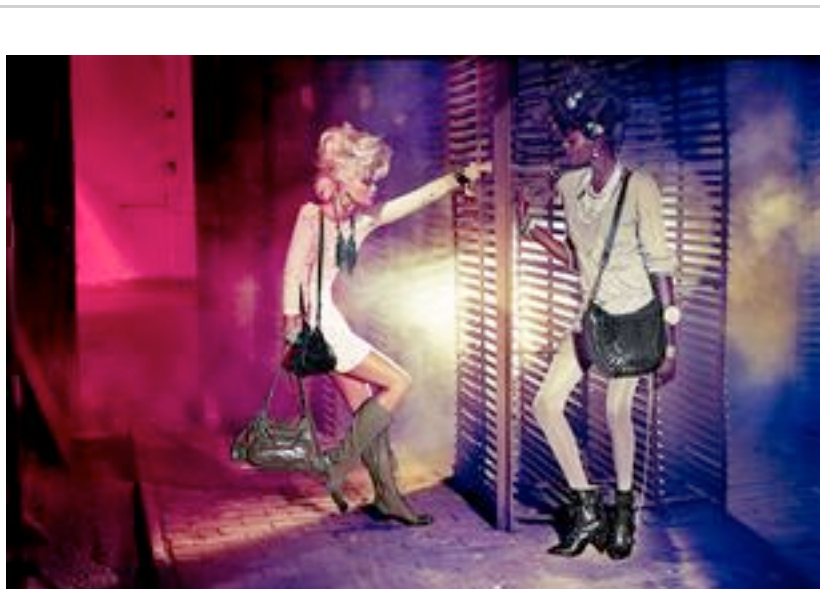
Those who have attended in the past know that Target Rocks Red Market is a fabulous fashion extravaganza. In 2010 LMFF is going to rock your socks off as we bring the fun, fashion and festivities to the middle of Melbourne at Federation Square ALL FOR FREE! If you haven't been before, be sure to experience it in 2010! [Read more](#)



GIVEAWAY

Mimco is celebrating its involvement with LMFF by releasing the Vampirella Satchel. Truly one of a kind, Mimco only made 50 of this satchel on Earth!

Lucky us that we have one Limited Edition Vampirella Satchel (pictured on model on the right) to giveaway to a lucky swingtag reader. [Read More](#)



EYE SPY

This week LMFF is celebrating personal style. We thought what a fantastic opportunity to EYE SPY our Marketing Intern Julia. The combination of neon colours, fabulous head scarf and unique jewellery, her look combines the many elements that make personal fashion fashionable.



SNIPPETS

We are blown away! We had over 600 enquiries to fill the 350 volunteer roles during LMFF. All the positions have been filled so if you're still interested mark your diaries for next year. The Volunteers will be looking flash in bond t-shirts which feature a design from Romane w Born. Dunlop volleys and Superdry Denim complete the cool look thanks to Pacific Brands.

Tipped to be a Festival favourite again in 2010, the L'Oréal Paris Powder Room, located at the front of Central Pier will play host to the gorgeous and glamorous. [Read more](#)

If you love fashion and can't live without denim, head to the Highpoint Divine Denim Destination during LMFF for a unique experience. View Highpoint's autumn style tips with Highpoint Style Director Polly Kerdel [here](#). [Read more](#)

LMFF is proud to announce a partnership with Nine West, a world renowned fashion leader. Nine West will escort leading Australian labels down the runway in the latest, high-fashion footwear and accessories. [Read more](#)

The fabulously talented team at ImageBox are back as Gold partners in 2010 as the Festivals' large format partners experts. Those of the festivals' large format of the events last year would have seen the fantastic work of ImageBox in action, including the amazing stage backdrops produced for the Herald Sun Marketing Breakfast and Business Seminar as well as the engaging venue graphics at Central Pier, Docklands. [Read more](#)

Sportsgirl is excited to nurture the next generation of fashion talent by supporting LMFF's inspirational Metamorphosis Student Showcase. Created as a platform for the newest and most innovative young designers to present their collections during the Festival, Sportsgirl will help launch rising stars of fashion onto the national stage. [Read more](#)

As a champion of LMFF and long standing partner of the Business Seminar, EYE, provide all advertisers including those within the fashion and retail sector with a point-of-difference via four distinct audience segments of Drivers, Flyers, Shoppers and Students, in premium locations throughout airports, shopping centres, universities and on major arterial roads. [Read more](#)

The Victorian Government is committed to positioning Melbourne as one of the world's leading shopping capitals and as Australia's centre of retail. LMFF supports these objectives while providing a platform for local designers and cementing Melbourne's standing as a cultural and events epicentre. Be sure to join in on the 2010 LMFF program of activities celebrating Melbourne's fashion sense! [Read more](#)

The official launch of the Myer autumn/winter 2010 Collection on Monday March 15 is a highlight on the LMFF calendar. The large-scale VIP fashion show will feature Myer ambassador Jennifer Hawkins. [Read More](#)

Hoegaarden Wit Bier, Belgian's fine-crafted beer has captured the interest of the LMFF fashion crowd! We think that it's only fitting that the artisan-beer Hoegaarden partner with Melbourne's premier event celebrating the art of fashion. [Read more](#)

For art, fashion and photography enthusiasts globally, the annual presentation of the Lavazza Calendar has become a highly anticipated event. Keeping with this tradition the 2010 calendar has been shot by fashion photographer Miles Aldridge capturing seven bright, colourful and provocative images which celebrate Italian culture and heritage. Here's your chance to secure a copy! [Read more](#)

Be inspired this season and experience the surreal world of the QV Fashion Doll House Shows, where autumn/winter 2010 collections by leading Australian and international designers and brands such as Wayne Cooper, TL Wood, Dizingof, Christensen Copenhagen and Cactus Jam will be showcased by live mannequins in a unique life size doll house. [Read more](#)

LMFF's glitterati will be driven around town in Audi's superlative model range including the Audi A6, A8, Q7, Q5 and the all new Audi A5 Sportback – the next generation of the iconic coupé marque. [Read more](#)