



# SWINGTAG

L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL

14-21  
MARCH  
2010

## THE ANYTHING GOES ISSUE

### STATE OF DESIGN FESTIVAL

LMFF were excited to peruse the State of Design Festival Guide and discover the diverse program offering that celebrates and contributes to exploring innovative design across many facets. The retail exploration of design captured in the Look.Stop.Shop activity took hold of our imagination. [Read more](#)

Pictured: Alice Euphemia, Look.Stop.Shop



### MELBOURNE IN WINTER

LMFF has been keeping us busy and our inquisitive hearts have warmed with lots of wonderful Melbourne experiences over the last month. From the theatre, to galleries and all in between check out how we've been spending our days exploring our gorgeous city – we really have lost ourselves in the experience! [Read more](#)



### GIVEAWAY

Celebrating 5 Years of 'Unstoppable Fashion' in 2010, FASHIONTREND Australia has just launched the August Issue showcasing the international Spring Summer Collections, RFW and Asia Fashion Exchange. The new Issue titled 'NOCTURNE', evokes the mystery of the night with a daring display of sharp modernity and bygone allure.

LMFF has three Issues to GIVEAWAY to the first three Swingtag readers to email their name, address and contact number to [fashion@lmff.com.au](mailto:fashion@lmff.com.au).

For those of you who miss out you can purchase the new issue from Borders, MAG NATION and leading newsagents nationally.



### EYE SPY

Grant Pearce, the new Creative Director for LMFF, started working from our offices this month. We're so thrilled about not only having him on the scene but leading the fashion pack. Given his work as former Editor of GQ Australia and Publisher of Vogue Australia to GQ editorial director for Conde Nast Asia Pacific, we had high expectations of his renowned dapper style. We have not been disappointed!



### SNIPPETS

Mind the gap people. That's right Gap, the iconic international brand is opening its doors and its here in Melbourne. Lucky us. The first flagship store will open at Chadstone Shopping Centre next month with a second Gap store opening at the new Westfield Sydney in October. Until then take a sneak peak at the brand [online](#).

The Chambord® Shine Awards are here and the finalists have been announced and include George Wu, Jacqueline Buck, Talulah, Anna Campbell, Jolet, Limedrop, LUELA, Danielle Van Camp, Lulu In Chains and Subfusco. The finalists have been commissioned to create an outfit to show at the finals at the Strand Arcade in Sydney on August 31. The overall winning designer will be supported by Chambord® to showcase their designs at LMFF in 2011 in addition to dressing a celebrity for the Melbourne Spring Racing Carnival.

LMFF wishes all those participating in [Rosemount Sydney Fashion Festival](#) (RSFF) the very best of luck. RSFF is taking place from August 23 - 28 at the Sydney Town Hall.

Always one with business on the mind, LMFF is participating in the Energise Enterprise festival – we're one of over 400 business events held across Victoria, providing inspiration, ideas and information. We'd love you to come along and hear about how an event can be a key marketing tool for your brand. You've still got time to book. The session will be hosted on August 3 at the Hoyts complex at Melbourne Central. To book your place, check out our [website](#).

David Jones will host it's summer collection launch on August 3 and will be opening the renovated Bourke St store in Melbourne on August 12 – we hear that the lingerie section is a must visit. We've also heard that Miranda Kerr will be gracing the runway – can't wait!