



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE FINAL COUNTDOWN ISSUE

ONLY 9 DAYS UNTIL OUR OFFICIAL OPENING

Returning to the exceptionally elegant Government House, LMFF's Opening Party presented by L'Oréal Paris, supported by Harper's Bazaar and Champagne Devaux is almost here and the preparations have gone into overload. [Read More](#)



ONLY 11 DAYS UNTIL FASHION COLLECTIONS

You are cutting it fine but there are still a few seats left to the Fashion Collections presented by the City of Stonnington. These dynamic runways cast a net over one of Australia's most vibrant fashion precincts bringing together diverse and dynamic fashion at the historic Malvern Town Hall.



From divine childrenswear to the most sophisticated eveningwear; from aspirational designs for the super savvy to cutting-edge streetwear for the super-cool, each show represents the impressive breadth of the Australian fashion industry in the City of Stonnington. [Read More](#)

ONLY 11 DAYS UNTIL SIDEWALK

Sidewalk presented by the Herald Sun and City of Melbourne will take over Federation Square with free runway presentations which will bring Australia's leading fashion brands to one of Melbourne's most popular destinations. Don't miss Sidewalk, the ultimate style in the city experience! [Read more](#)



GIVEAWAY

Designer House is offering one very lucky Swingtag reader the chance to win a private styling session with Modern Lovers designer Mary Zaf and a \$1,000 Modern Lovers wardrobe.



Experience a new and glamorous shopping destination at Designers' House...a concealed gem in the heart of Docklands housing a diverse mix of Australian and International designer retailers including many of our favorite designers. [Read more](#)

EYE SPY

As Artistic & Events Manager for L'Oréal Professional he oversees all things relating to the incredible hair looks achieved across the Festival. It's a terrific feat in itself but what's just as impressive is how he manages to style it up so well and so differently every single time we see him! This is Mark Thompson. And we love his look (with a special nod to the leather Alpha60 carry-all that is the essential item for the one of the busiest men in town!) See Mark and L'Oréal Professional's creative genius across the Festival including the [L'Oréal Paris Runways](#).



SNIPPETS

Unzipped will showcase Australia's favourite underwear brands including Antz Pantz, Berlei, Bonds, Holeproof, Jockey, Mossimo and Rio with special guest appearances from Ruby Rose, Erin McNaught, Giaan Rooney, Bondi Rescue Boys and Network Ten's So You Think You Can Dance - creating a spectacular live show at iconic Melbourne landmark, Federation Square, as part of LMFF Sidewalk presented by the Herald Sun and City of Melbourne. [Read more](#)

For the first time LiveStyle is part of the LMFF 2010 schedule and we are bursting with excitement. LiveStyle brings a shopping experience straight to the LMFF runway; selling direct to the public one off samples and huge discounts of up to 90% off retail prices. [Read more](#)

The job of filling over 360 modeling shifts across Festival is made easier by the wonderful support and talent that we receive from some of Australia's leading model agencies including [Cameron's Models](#), [Chadwick Management](#), [FRM Model Management](#), [Giant Management](#), [Scene Models](#) and [Vivien's Model Management](#). LMFF thanks Preferred Suppliers for their support over the years and 2010 is no exception.

Celebrate and support the future of Australian fashion. You won't want to miss one of the most creative and dynamic runway experiences of LMFF - Metamorphosis - Student Showcase presented by Sportsgirl, supported by frankie magazine. This show promises to inspire and excite by showcasing Australia's next generation of fashion designers. Tickets are still available so visit buy yours before it sells out. See [here](#) for more information.

Westfield Doncaster is proud to present the official LMFF Festival Bar. Westfield will celebrate by launching a live installation of Melbourne's most fabulous style, faces and fashionistas to be featured in the dynamic Faces @ Festival Exhibition. [Read more](#)

LMFF love flying with [Etihad Airways](#), the global leader in sophisticated and inspired air travel who is supporting and celebrating Australian fashion through a partnership with LMFF in 2010. As this year's official airline partner, Etihad will be honouring the achievements of iconic Australian designers as well as supporting the vision of emerging home-grown talents. [Read more](#)

Enticed by all the amazing fashion during the Festival? You can get your hands on many of Melbourne's most exciting labels while the biggest shopping centre, wherever you look you'll find the labels you're longing for. [Read more](#)

Fashionistas take note. The stationery stylists at kikki.K will once again indulge LMFF Business Seminar guests with a stationery essentials kit for taking notes in true style. So if you haven't purchased a ticket to the event yet get onto it now! [Read more](#)

LMFF is thrilled to announce a partnership with Contiki. To celebrate, Contiki is launching a new way to travel - "Time Out with Contiki". It's all about taking it up a level by providing options for more comfort, more free time and plenty of extras. [Read more](#)

Want to experience an intimate fashion dinner with Yeojin Bae, one of Australia's leading designers? In Comme's stunning Grand Room Yeojin Bae will lead a discussion on establishing a successful career in the fashion industry, the design processes and inspirations for her own label. [Read more](#)

To the delight of many excited GUESS customers in Australia, the international fashion brand has launched an online store offering Australian consumers handbags, wallets, shoes and accessories for men and women. [Read more](#)

If you're looking for an international resource on passport across the world live your Runway Passport and visit the [Blog](#) secure from the world's runways a project created by LMFF friend and supporter Liz Entin.

Highly respected Melbourne fashion photographer Monty Coles will produce entries for the LMFF blog showcasing some of his brilliant imagery and insight into the world of fashion. We'll give you access to his view during Festival and through the year. You can also check out his amazing work at <http://www.theloupe.org/>