

**L'ORÉAL
MELBOURNE
FASHION
FESTIVAL**

SWING TAG

the DRESS UP issue

Racing fever has hit the LMFF office this month! In this issue we share some tips on how to look great at the Spring Racing Carnival. The races aren't the only reason to be dressing up this weekend...Halloween is on this Sunday 31st. So whether you are donning your most feminine frock or getting your freaky fright on, we hope you have a ghoulishly gorgeous weekend!

MYER FASHIONS ON THE FIELD AT FLEMINGTON COMPETITION

Celebrating its 48th year and a lavish new enclosure, the VRC's Myer Fashions on the Field at Flemington competition remains Australia's largest outdoor fashion event, and the pinnacle fashion event of the Spring Racing Carnival. With an amazing prize pool of more than \$400,000 across Women's Racewear, Men's Racewear, Design Award and Millinery Award categories, the competition is set to be hotter than ever! The winner of the Women's Racewear National Final will walk away with a new Lexus IS 250C Sports Convertible. Limited registrations are available on the day so arrive early to register. For further information visit the [website](#).

Pictured: Elizabeth Pollard, Women's National Racewear Winner 2009



SPRING RACING'S MOST GLAMOROUS RIVERSIDE GARDEN PARTY

In conjunction with the Victoria Racing Club, Crown will again host the fabulous [Carnival Live Site at Crown Riverside](#). This stunning garden-party style space will be the number one destination away from Flemington throughout the Melbourne Cup Carnival with live racing on big screens, DJ's and bands, official Melbourne Cup Carnival press conferences, and a L'Oréal Paris Powder Room where guests can indulge in complimentary make-up and nail touch-ups as well as skincare consultations for the men. Open from Friday 29 October until Sunday 7 November from 12noon until 9pm daily. Admission is free.

Pictured: The Crown Carnival Live Site



APPLICATIONS FOR THE 2011 LMFF DESIGNER AWARD NOW OPEN

LMFF is currently accepting applications for the coveted [LMFF Designer Award](#) presented by Woolmark, supported by Vogue Australia. This prestigious award encourages excellence within the Australian fashion industry by acknowledging designers in their first five years of business who excel in creative design, fashion innovation, high quality manufacturing, unique vision and the potential to contribute to the future growth of the Australian fashion industry. Past winners include Toni Maticewski, Friedrich Gray, Josh Goot, Yeojin Bae, Romance Was Born and Dion Lee. [Click here](#) to enter and find out more.

Pictured: Backstage LMFF 2010



ASK THE STYLIST: RACEWEAR

The pitfalls of racing style are well documented, long days and strong winds can take their toll leaving some of us looking a little worse for wear (sore feet, shoes in hand, not a good look). So LMFF is here to help with some style tips for the racing season with help from our wonderful (and super stylish) friends at Mimco to ensure you are looking chic and feeling fabulous during this Spring Racing Carnival period.

Pictured: The [Mimco](#) 'Boudoir' racer



SERGE GAINSBOURG

LMFF had a wonderful night out at the cinema for a preview screening of 'Gainsbourg'. The film is based on the remarkable life of iconic French singer, poet, writer and actor Serge Gainsbourg, and is a surreal and evocative record of Gainsbourg's life. This film gives you a glimpse into the fantasy world that drove his inspiration, the women he loved and lost and most of all, the music that made him a legend. Thank you to our partners and friends of the Festival who attended and to Hopscotch Films for the opportunity to see the film. Out in cinemas 4th November. To watch the [trailer](#) and find session times visit [Hopscotch Films](#).

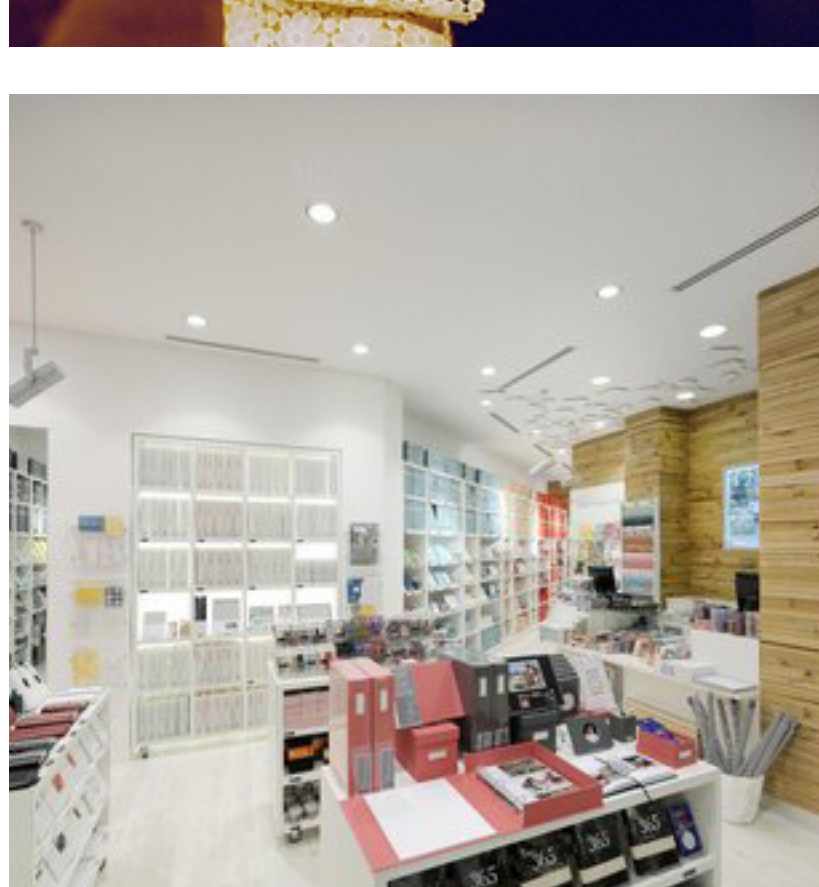
Pictured: A scene from the film 'Gainsbourg'



KIKKI.K SET TO OPEN NEW FLAGSHIP BOUTIQUE

LMFF are already big fans of international fashion stationery label kikki.K, and excited to hear it will open a new flagship boutique in Westfield Sydney next month. The opening in is another exciting step in the Melbourne based business' success story, growing from one to 50 boutiques in under 10 years. The new store will feature white timber 'barn' doors, wood panelling, custom-made pendants with a kikki.K graphic screen-printed internally and a gorgeous hand painted rug by Mark Stanford. Visit kikki.K's [website](#) to get a taste of this delightful stationary range.

Pictured: The beautiful kikki.K Singapore store



WGSN WEBSITE

WGSN is the world's leading online fashion forecaster. [WGSN](#) have announced the launch of FONTIS, an innovative, multi-channel, digital platform designed to seamlessly deliver inspiration and insight to world renowned companies at the intersection of fashion, style and commerce.

Named after the Latin word for 'source' or 'spring', FONTIS utilises cloud computing technology to restructure all of WGSN's 600,000 pages of content including design packs, images, trend forecasts, market analyses, reports and more, so designers and style executives can search for, and find, WGSN's content in a highly personalised and efficient manner. Find out more and sign up to WGSN [here](#).



SNIPPETS

CALLING DIGITAL MARKETING ENTHUSIASTS

LMFF are heading along to the [Digital Marketing and Media Summit](#) to learn from some of the best heads in the world of digital marketing. The Summit will cover a range of topics from social media to brand engagement and will feature case studies from businesses who have successfully navigated their way through the online space. To book a ticket or find out more visit Elite Media's [website](#). Earlybird tickets on sale until 29th October.

SPORTSGIRL DESIGNER COLLABORATION WITH JESSIE HILL

A leading member of exciting, innovative Australian fashion designers, Jessie Hill is the latest designer collaboration for Sportsgirl. The seven piece capsule collection, called Butterfly Explosion, flutters into spring with a series of party pieces perfect for bringing a touch of girly glory to trend (and wallet) conscious wardrobes. Hill's collaboration marks the fifth year of Sportsgirl's partnership with local emerging design talent. Prices range from \$90-\$150. To view the range visit [Sportsgirl's website](#).

MOVEMBER MADNESS

Each year Movember is responsible for the sprouting of moustaches on thousands of men's faces in Australia and around the world, with the sole aim of raising vital funds and awareness for men's health, specifically prostate cancer and depression in men. Big steps have been taken towards changing attitudes and habits relating to men's health around the world but there is still much to be done to catch up with the women's health movement. Via the moustache, Movember aims to continue to provoke conversation each year, with a view to breaking down long standing and traditional taboos and habits. To register and find out more visit the [website](#).

ALICE MCCALL FLAGSHIP STORE

Australian designer [Alice McCall](#) is set to open her first flagship store in Sydney. The shop will open 1st November next to Désordre on South Dowling St in Darlinghurst. Alice's designs are available at over 165 stores in 10 different countries as well as her own e-boutique. It will be exciting to see the hugely successful [Alice McCall](#) brand all in one location.

ARNSDORF NEW RANGE IN STORE NOW

Arnsdorf's latest Spring Summer 2011 range 'Opticks' is in store now! View the collection [here](#).

VALENTINO EXHIBITION BRISBANE

Some of the LMFF team have been visiting Brisbane over the last few weeks to see the [Valentino Retrospective Exhibition](#) at the Queensland Art Gallery. Exclusive to Brisbane, the exhibition features a stunning array of haute couture designs tracing Valentino's career from the 1959 opening of his fashion house in Rome through to the presentation of his final collection in January 2008, as well as recent designs from the house of Valentino. The exhibition ends on the 14th November so be quick to view this magnificent collection.

HELLO DARKNESS FILM FESTIVAL

Back for its second year, [Hello Darkness](#) will again present the best in International horror/thriller film. With over eight premiers to feature throughout the seven-day film festival, Hello Darkness is a compelling new film festival that explores the darker side of cinema. This year the program includes special guest speakers, a forum and its trademark Halloween party. The program and the darker side of cinema - November 4th - 11th. For program and session times view the [website](#).

NEWSFEED ON LMFF.COM.AU

We have added a newsfeed to the home page of our website to keep you up to date on the latest fashion news and entertainment direct from LMFF! Check it out here [www.lmff.com.au](#).

ALICE EUPHEMIA GARAGE SALE

[Alice Euphemia's](#) 'No Tricks, just Treats' garage sale is on now until the 30th October. The LMFF team have already been in (multiple times) to get up to 80% off samples, seconds, end of season stock and one off pieces from our favourite Australian Designers including Arnsdorf, Tali Roth, Michael Lo Sordo, Dress Up, One Trick Pony, Allison, Tina Kalivas, Sara Phillips, TV, Tesla, Above, Romance Was Born, Therese Rawthorne, Birthday Suit, Carly Hunter, Jolee, Fernando Frisoni and more! Shop 6 Cathedral Arcade, 37 Swanston Street, Melbourne.

LMFF LOVES: AUSTRALIAN MUSIC

November is Ausmusic Month! LMFF strongly supports Australian music over the last few weeks to see some live Australian music in November. The centrepiece of Triple J's Ausmusic Month celebrations this year will be two incredible shows featuring an exciting line up of new Australian artists in Brisbane and Sydney. For more information visit [Triple J](#).