



# SWINGTAG

L'ORÉAL MELBOURNE FASHION FESTIVAL

14-21 MARCH 2010

## THE INSIDER ISSUE

### LMFF CREATIVE DIRECTOR ANNOUNCED

If you haven't yet heard the news Grant Pearce, has been appointed the Creative Director of LMFF starting July 15. As Condé Nast Publications' Asia Pacific Editorial Director GQ, Grant has held esteemed positions in this fashion publishing house; responsible for many of the world's celebrated magazines including Vogue Australia and GQ Magazine.

We are all very excited to say the least and can't wait until Grant is in the office! Until then we thought that you should have the opportunity to get to know him so we held a little 'get to know you session' while he was in Melbourne recently. [Read more](#)



### FROM LMFF, MELBOURNE TO PREMIÈRE VISION, PARIS

Following his win of the L'Oréal Melbourne Fashion Festival Designer Award presented by Woolmark, supported by Vogue Australia, Dion Lee has continued to reach amazing heights and we are so proud to be part of the network that is supporting his growth. [Read More](#)

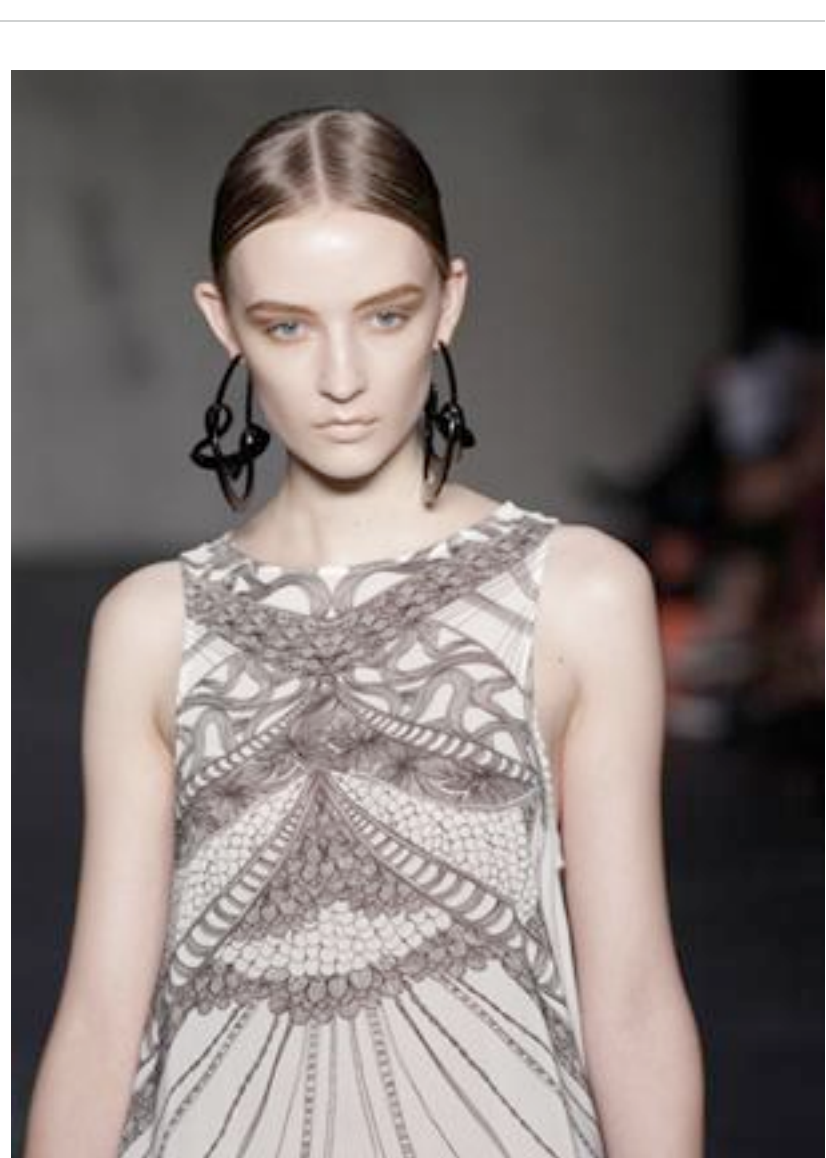
Pictured: Dion Lee with model after winning the LMFF Designer Award, [Lucas Dawson](#)



### SPRING/SUMMER 2011 COLLECTIONS

LMFF was thrilled to take some time out of the office and get amongst it at Rosemount Australian Fashion Week. While the week was full of coffees, catch ups and the click clack of high heels on the runway, we couldn't possibly list of all our highlight moments. Instead we've assembled a list of our top picks in accessories, frocks, embellishments, prints and tailoring. [Read more](#)

Pictured: Manning Cartell



### FASHION THAT FITS

We are very proud of our efforts to lead an industry discussion that confronts, challenges and congregates the Australia fashion industry. Last night LMFF hosted a gathering of representatives from all aspects of the Australian fashion industry. The forum focused on body image and the way it affects the Australian industry and consumers. [Read more](#)

Pictured: Panelists at the Body Image Forum



### EYE SPY

The LMFF team was delighted to bump into Bridget McCall of LIFEwithBIRD at RAFW; it makes the wait between shows so much more fun when we can catch up with our favourite designers off the catwalk too! Bridget was in Sydney supporting her sister Alice's show (talented family!) and frankly showing off how amazingly well she wears the micro-short and socks with sandal heels look. To achieve this look: killer legs only need apply.



### SNIPPETS

For those looking to keep up to date with LMFF's fashion news keep visiting our blog or [sign up now](#) to the RSS feed. Some of our latest articles include reviews of Spring/Summer 2011 collections from Australia's design talent, insight's into LMFF's social diary and general fashion news both local and global.

Explore a career in design; be inspired by design businesses or just buy a stylish gift from some leading Melbourne design brands thanks to a one-day exhibition, Business by Designer Market, part of the Entergise Enterprise calendar. If you're a designer and want to exhibit you still have time to apply. Visit [Business Victoria](#).

LMFF was thrilled to be part of the recent launch of Door121, a new industry and consumer website which features on-line brand showroom environments for designers and brands. Door121 bridges the gap between PR and Media, operating as an on-line showroom assistant which also supports in-house Publicists and PR Agents. Find out more [www.door121.com](#)

On June 8 Australia's leading chefs and fashion designers come together for the Sofitel Melbourne on Collins annual, Eat Street, night of giving, gourmet and style, to raise funds for the Australian Childhood Foundation. [Find out more](#).

Not ready to farewell summer yet? Then our friends at Contiki have the answer for you; escape to sizzling Europe with a Contiki Time Out holiday. Travelling Time out means taking it up a level – think hotels with a pool, WiFi, one-off feature stops like a French Chateau, the freedom to explore at your own pace, and at the end of every day, your own room with ensuite to relax in. It's the perfect balance. So take time out and see Europe the way you want to. Visit [Contiki](#) for your free brochure and bonus nail file!

LMFF hosted a farewell for Karen Webster, who has been Festival Director for five years and formerly a Board Member who established the Festival in 1997. While we know Karen will always be a part of the Festival family we are going to miss her greatly. Check out an insider's view of the farewell bash. [Read more](#)

Online vintage queen, [Claire Inc](#) holds a three week residency at the [Alice Euphemia boutique](#) from June 30 – July 21. Claire Inc founder, Belinda Humphris, started selling covetable designer pieces on Ebay before launching an online boutique in 2008 specialising in 80s and 90s cult Aussie and international designers. Avant-garde and more lavish 80s and 90s pieces are said to be available with designers including Chanel, Moschino, Issey Miyake, Kenzo and more.