



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE LOVE ISSUE

HEART ON OUR SLEEVE

We're not ashamed to admit it; LMFF wears its heart on its sleeve when it comes to Australian fashion. With only four weeks to go until we celebrate the opening of the Festival in the manicured surrounds of Government House, we are all loved-up here at LMFF HQ as we pine over the Festival program.

Once you lovingly devour the pages of our program you'll too question what's not to love about the Festival and the amazingly passionate, innovative and unique Australian fashion industry.

xoxo



LMFF'S PUBLIC DEMONSTRATION OF LOVE

The LMFF Program Launch has historically been a private affair; in 2010 we really wanted to pay tribute to lovers of fashion and invited the people of Melbourne to share what we all love by joining us on February 10 at Federation Square. One of our other biggest loves is the LMFF PR agency, [Ann Morrison PR](#), who do an amazing job of coordinating all the media and ensure they get all the best shots. [Read more](#)



Photograph: [Lucas Dawson](#)

LMFF HEARTS AUSTRALIAN DESIGNERS

Still deciding which L'Oréal Paris Runway show to buy tickets to? LMFF's Creative & Production Advisor, Yolanda Finch has kindly offered to help (or perhaps this makes the choice even harder!) by providing a snapshot of the designer line up and an insight into the mood of each Runway. [Read more](#)

Photograph: [Lucas Dawson](#)



TWICE AS MUCH LOVE IN 2010

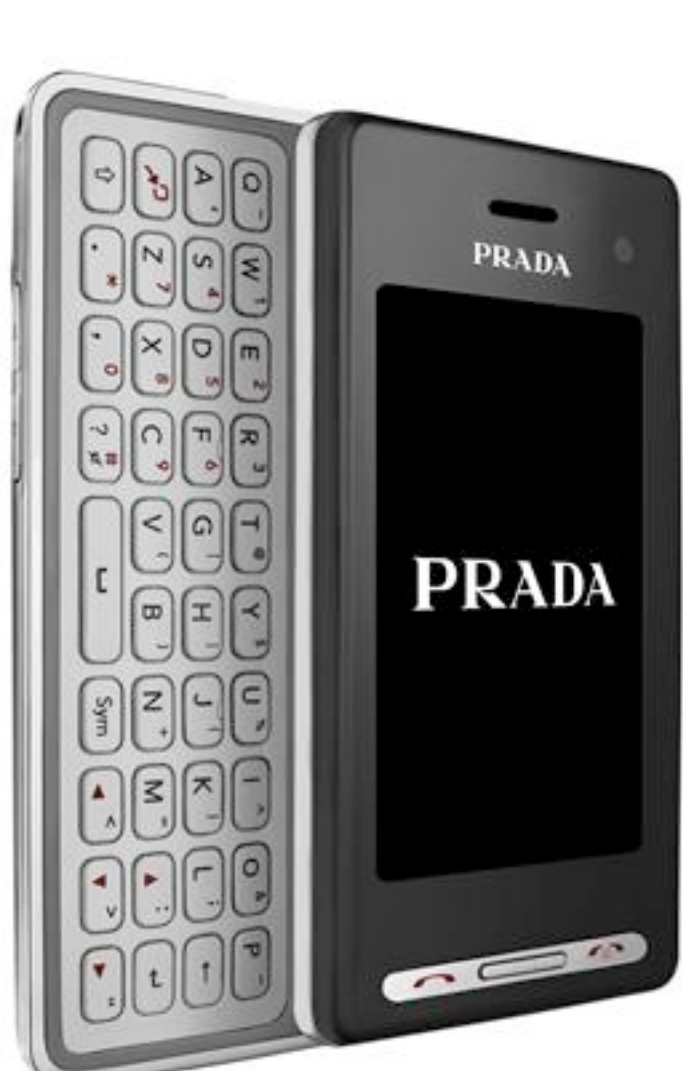
Due to popular demand, LMFF announces that in 2010 we will host the marie claire AND L'ORÉAL PARIS Beauty Workshop at two different time slots. LMFF shares the tips and tricks for perfecting your make-up straight from marie claire and L'Oréal Paris experts. [Read more](#)



LOVE A GIVEAWAY?

As Australia's mobile phone service for chicks, GRLmobile lives and breathes fashion as much as you do! To celebrate its second year as an LMFF partner GRLmobile has given us a gorgeous LG KF900 PRADA II phone (pictured) and \$200 GRLmobile Prepaid credit to give away to one lucky LMFF lover.

Featuring a sleek slide-out QWERTY keypad, a 5MP auto-focus camera with flash, Bluetooth, WiFi, full HTML browser and more, this sophisticated touchscreen phone is the ultimate phone for any fabwah fashionista. [Read more](#)



EYE SPY

LMFF adores a couple of love birds particularly when we're so close to celebrating Valentine's Day. We were thrilled to hear about the surprise proposal and wedding of two friends of the Festival while they were visiting New York. Snapped here in front of the New York State Building just after the ceremony this couple epitomises the distinct chic Melbourne style; we particularly love how matching sneakers can be uber cool and not an embarrassing tourist trademark! Congratulations!



SNIPPETS

Feast your eyes on a sumptuous and delectable showcase of autumn/winter 2010 collections and surprising new designer offerings as Melbourne's GPO presents a feast of fashion as part of LMFF. [Read More](#)

LMFF's highly anticipated fashion magazine produced by the Herald Sun and [Paper Stone Scissors](#) will be released in the Herald Sun on Tuesday February 23 and will also be available nationally through the February 27 edition of The Weekend Australia. If you haven't already seen the behind the scenes reports on the [LMFF Blog](#) do so now, that should keep you going until you get your hands on the magazine which we are so terribly proud of!

It is with great pleasure that LMFF welcomes back Juliet Warkentin, Content Director of WGSN who will speak at an event hosted by WGSN covering the topic, 'The 10 Global Issues That Count in It in 2010'. For tickets contact WGSN on (03) 9534 3900 Venue: Atlantic, Central Pier, Docklands 2.30pm

We are thrilled to announce that thanks to [Mobile Muse](#), LMFF now has an iPhone Application that you can download for free at the Apple Store. Access the LMFF program, highlight photography and gallery of runways all at the touch of your iPhone. Visit [lmff.com.au](#) to download.

Delivering the latest news, fashion, gossip and more it's no wonder the Herald Sun is Australia's favourite newspaper. Don't miss your copy of the Herald Sun over the Festival for the best coverage of the week's activities, keeping you up to date with the latest trends and inside stories. [Read More](#)

Pssst, our friends at Target have given us the heads-up on their up-coming accessories sale. Until February 17 dash into Target for 20% off all women's accessories. We can assure you, creating your own runway look will be easy with all the new season items. You'll be able to see it for yourself at Target Rocks Red Market which this year will be held at Federation Square. [Read More](#)

Want to go behind the scenes on a live fashion shoot? As part of LMFF 2010 a live photo-shoot will take place in the heart of Melbourne Central in Shot Tower Square. Come and see the magic of fashion as it happens. [Read More](#)

LMFF's proud of its history of introducing designers to industry leaders and we've done it again! This year's festival will showcase the newly formed collaboration between LMFF Official Product Partner Yering Station and LMFF participating designer Rosemary Masic whose brand 'nevenka' embodies femininity, allure and vibrant textiles from around the world. [Read more](#)

The sun may still be shining bright but early birds can get the first pick of autumn/winter's latest legwear arriving in stores now. Get ready to hit the LMFF runway shows with new, well dressed in the hottest new looks from Levante and Jonathan Aston. [Read more](#)

Talking figures, Raffaello LMFF's official confectionery will sample 50,000 Raffaello's across the Festival - you'll be able to get your sweet treat fixes at the Official Festival Bar presented by Westfield Doncaster but be warned, Raffaello's are known to go casto to spill the beans, on your secrets explaining their latest Little White Truths campaign.