



# SWINGTAG

L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL

14-21  
MARCH  
2010

## THE R&R ISSUE

### FAREWELL MESSAGE - FESTIVAL DIRECTOR, KAREN WEBSTER

Thank You

I have started many times to write this small insert for our Swingtag newsletter. Each time I tap words into the computer, I start to choke up and get just that touch misty eyed. [Read more](#)

Photo: Karen Webster (centre with glasses) with the LMFF team. Credit: [Lucas Dawson](#)



## BODY IMAGE FORUM

LMFF is working with the Victorian State Government Department of Youth Affairs and Eating Disorders Victoria to collaborate and host a Body Image Forum for the Australian fashion industry. The forum will be led by a panel of fashion industry leaders who will discuss the continuing challenge to create a unified approach by the Australian fashion industry in promoting a positive body image. [Read more](#)

Photo: Model, Samantha Harris (Chic Management) at LMFF 2010 L'Oréal Paris Runway 2. Credit: [Lucas Dawson](#)



## FESTIVAL PARTNERSHIPS

LMFF is looking forward to 2011 and planning collaborations with potential partners and designers to participate in Australia's leading consumer fashion event. LMFF is a highly sought after platform from which to launch, promote or stimulate your brand. It's not too early to get involved! [Read more](#)

Photo: Nevenka LMFF 2010 L'Oréal Paris Runway 3, [Lucas Dawson](#)



## FROM ME TO YOU

After a little sleep and well rested feet we have had time to sit back and reflect on what was an amazing Festival. We have also received some overwhelming feedback and congratulations from all corners of the globe. We couldn't help but share the success of L'Oréal Melbourne Fashion Festival 2010 with you and also send out a thank you for your involvement and support. [Read more](#)

Photo: Linlee Allen, [Lucas Dawson](#)



## GIVEAWAY

Celebrating five Years of 'Unstoppable Fashion' in 2010, FASHIONTREND Australia has just launched the May Issue showcasing the international Spring Summer Collections and L'Oréal Melbourne Fashion Festival. The new Issue titled 'WANDERLUST', signals Winter's approaching tide with an enchanting beauty directive created by acclaimed makeup artist Rae Morris.

We have five Issues to GIVEAWAY! Simply email us at [fashion@lmff.com.au](mailto:fashion@lmff.com.au) with your highlight fashion moment from LMFF 2010.

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## EYE SPY

Serious attitude, seriously amazing fashion. Romance Was Born designers Anna "The Brave" Plunkett and Luke "Show Me The Money" Sales live their brand ethos at the LMFF Opening Party presented by L'Oréal Paris, supported by Champagne Devaux and Harper's BAZAAR. Considering the desirability of an invitation to this annual event at Government House, LMFF loves their dedication to dressing for The Occasion of Australia's premium fashion calendar!

Photographer: [Lucas Dawson](#)



## SNIPPETS

LMFF Major Partner Westfield has announced the launch of the Garance Dore Winter with Westfield Designer Installation. The celebrated French illustrator, photographer and blogger team with seven iconic Australian designers in a unique art exhibition to be shown exclusively at Westfield Bondi Junction and Westfield Doncaster in May. [Read More](#)

Following their support of LMFF Metamorphosis, Student Showcase, Sportsfashion has continued its support for emerging fashion design talent with five in-store installations which started this month. The line-up includes graduates from RMIT University (Melbourne), Curtin University (Perth) and University of Technology (Sydney).

The highly anticipated first issue of Melbourne Fashion Directory (MFD), a resource book compiling Melbourne's most prominent in all aspects of fashion has launched. It's the creation of a collaborative effort among Founder and Editor-In-Chief, Angélique Max, Monique Max (Editorial Director), and the legendary artist, producer, and fashion icon, Maripol. Get your copy from Mag Nation or select boutiques and hotels in Melbourne and New York City. Visit: [www.MFDirect.com.au](http://www.MFDirect.com.au) for more information.

LMFF is always thrilled to hear the rewarding results from our efforts to support the industry. The latest news is that Australian Wool Innovation (AWI), who is the presenting partner of the LMFF Designer Award, is continuing its support of Australia design talent. AWI will provide financial support to six emerging designers showcasing their collections at [Rosemount Australian Fashion Week \(RAFW\)](#). [Read more](#)

A digital presence is a key component of any business' marketing campaign and was a key part of the LMFF 2010 strategy. Following our foray into the world of iPhone applications LMFF caught up with our iPhone app the mobile space. [Read More](#)

Want to support a designer, shape the creative process and share in clothing and cash? Now there is a website focused on helping emerging labels make it in the industry. "Fashion Stake" was created by Vivian Weng, with the idea that anyone can invest just \$50 into a label they like. As a supporter you also become a stakeholder in the business and receive many incentives along the way (including credit towards clothing purchases!). Visit the site <http://fashionstake.com/>

With the dust settling around LMFF 2010 it's time that the industry looks forward to [Rosemount Australian Fashion Week \(RAFW\) Spring Summer 2010/11](#) taking place from May 3 - 7, 2010 against the spectacular backdrop of Sydney's Powerhouse Museum. The LMFF team is very much looking forward to mixing it up with the industry and rubbing shoulders with the likes of Scott Schulman, Tim Blanks, Garance Dore, Tommy Ton from Jak&Jil and Susie from Style Bubble

Next issue we will catch up with Dion Lee, winner of the LMFF 2010 Designer Award presented by Woolmark, supported by *Vogue* Australia