

**L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL**

# SWING TAG

*the SPRING issue*

**Spring is the perfect time for a fresh look, a time where we can start packing away those winter coats, dust off our sandals and dream about long summer days to come! In light of this, we have been busy spring cleaning by giving our newsletter, [website](#) and [Twitter](#) pages a fresh new look to celebrate the new season. Take a look - We hope you like it. Happy Spring!**

## LMFF CULTURAL PROGRAM APPLICATIONS NOW OPEN

The L'Oréal Melbourne Fashion Festival Cultural Program provides a forum for designers, artists and curators to present their fashion inspired work to the public during the month of March each year.

This diverse, inspiring, educational and often surprising element of the Festival engages fashion-loving audiences in an exciting range of activities across Melbourne and Victoria.

Participation provides publicity exposure and creates networks to a wide-reaching professional and public audience. We are now accepting applications for the 2011 Cultural Program, but hurry as they close on 15 October 2010. Click [here](#) to apply or to find out more.

Pictured: LMFF 2009 Cultural Program participant Madam Virtue



## ONE TEE, TWO TEE, THREE TEE, FOUR!

October is breast cancer awareness month, and Jeanswest have just launched their 2010 Designer Charity Tee Collection in stores to help raise funds for Pink Ribbon Day.

Some of our favourite designers are involved including Toni Maticovski, Bec & Bridge, Hussy and Nicola Finetti. And modelling these spring tees is the lovely Samantha Harris. To see more, click [here](#).

Pictured: Samantha Harris for [Jeanswest](#)



## WESTFIELD SYDNEY STORE TO OPEN FROM LATE OCTOBER

More than 130 fashion and food specialty stores will open for trade by Christmas, at what will be a world class retail and commercial precinct. The Westfield Group (ASX:WDC) will open the first stage of the \$1.2 billion Westfield Sydney development in late October, 2010. Stores to open in Stage One include Gucci, Hugo Boss, Stuart Weitzman, GAP, Mulberry, and DKNY Jeans, together with a host of Australian retailers including Cue, Sportsgirl, Wanted Shoes and more! Click [here](#) to find out about more.

Pictured: Westfield Sydney



## CATCHING UP WITH SARAH SCHOFIELD

Sarah Schofield participated in the 2009 LMFF Student Showcase, and is now designing sunglasses for Dior in Paris!

We love to hear about designers doing great things post LMFF and caught up with Sarah to talk about fashion, Parisian style and why not to wear your trackies down the street! Check out the full interview [here](#) on the LMFF Blog.

Pictured: Sunglasses designed by Sarah Schofield, shoot produced by Christian Dior 2010



## WIN! FASHIONTREND MAGAZINE

Celebrating 5 Years of 'Unstoppable Fashion' in 2010, FASHIONTREND Australia is preparing to launch the October Issue showcasing Melbourne Spring Fashion Week and the international Fall Winter collections.

Offering a unique blend of exclusive runway images, hypnotic editorials, designer profiles, sublime beauty trend information and dedicated coverage of the Australian fashion scene, FASHIONTREND Australia is 'The Essential Fashion Quarterly'.

We have three copies to give away, simply 'Like' LMFF on [Facebook](#), comment on our wall that you have done so and we will pick three winners at random! Click [here](#) to follow LMFF on Facebook and get all the updates as the 2011 Festival gets closer.

Pictured: FASHIONTREND Australia Available at Borders, Mag Nation, leading newsagents & bookstores nationally.



## SNIPPETS

### STELLA MCCARTNEY FOR TARGET

The new Stella McCartney for Target limited edition collection in selected stores Friday 29 October! View the collection and find your nearest store [here](#).

### WILSON PARKING LAUNCHES PARKMATE APP FOR IPHONE

Searching for the closest available car park just got a whole lot easier with the launch of [ParkMate](#). This new application for iPhone is the only application of its kind in Australia to deliver location based search, rate comparison, car finder technology and special offers – and it's free to download!

### HUSSY METAMOPHOSIS COLLECTION NOW ONLINE

Hussy have launched a new shopping experience on their website. With zoom functions, accessory pairing and styling recommendations you can browse the latest collection. Visit their website [here](#) for more information and get shopping!

### WELCOME MIYAKO

LMFF was delighted to meet the family and team at the China Small & Medium Enterprise Fair in Guangzhou. MIYAKO sponsored the fashion showcase in the Australian Pavilion and were a true support to LMFF's runway logistics, even down to the booking of our gorgeous models for us.

MIYAKO have just been introduced into the Australian market at retail with the launch of their first store, now open at 449 Oxford Street, Paddington in Sydney. Their contemporary, sophisticated ready-to-wear collections are sure to quickly become wardrobe staples and their custom made service is just one of many reasons to love the label and in store experience.

### CALLING DESIGNERS FOR LMFF 2011

LMFF is currently accepting expressions of interest from designers for inclusion in the LMFF 2011 Program. If you would like your label to be considered for inclusion please fill in your details on our website [here](#).

### CONGRATULATIONS SOYA FINALISTS

The Qantas Spirit Of Youth Awards (SOYA) gives young innovators the opportunity to learn from leading industry icons and some of the greatest creative minds in the world. SOYA provide practical support in the form of \$10,000 in flights and cash and the opportunity to build a professional mentoring relationship with creative leaders.

The SOYA 2010 Awards Night will be held on November 11, 2010 in Sydney. Congratulations to past LMFF Designer in Award winner Dion Lee for making the fashion [finalists](#) and Good luck to everyone involved!

### YEOJIN BAE 'CROSSROADS' COLLECTION IN STORE NOW

Just in time for the Spring Racing Carnival, the full Crossroads collection of cool and sophisticated tailoring and Day Wear to Race wear dress styles are now in store. Visit the [website](#) for stockists and to view the collection.

### MELBOURNE CUP 150TH CELEBRATIONS

To celebrate the 150th running of the Melbourne Cup, Crown in conjunction with the Victoria Racing Club, will present this year's major photographic exhibition, [Photo Finish](#). Photo Finish will present an extraordinary and exclusive set of 40 highly stylised portraits showcasing prominent jockeys, trainers, breeders, owners, officials, bookmakers, racing identities and celebrities. On now until Sunday 7 November 2010, in the Atrium at [Crown](#).