



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

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THE UP UP AND AWAY ISSUE

LMFF TAKES OFF TO CHINA

Showcasing Australian design talent isn't enough for us – we want to take over the world! No surprise then that LMFF is participating in Australia's largest ever trade promotion in China through the 7th China International Small and Medium Enterprises Fair (CISMEF) held in Guangzhou (September 15-18, 2010). [READ MORE](#)

Pictured: Arabella Ramsay Spring Sumer 2011



TO THE UK WE GO WITH AUSTRALIALIVE

From Asia to Europe – LMFF is taking Australian fashion to every corner of the globe. While participating in CISMEF we will also host a showcase in London as part of the annual G'day UK initiative re-branded as Australialive. The UK showcase of Australian business, culture and food is planned to expand into Europe in 2011. [READ MORE](#).

Pictured: LMFF's 2009 G'day UK showcase



GAP OPENS IN MELBOURNE!

After much anticipation, GAP has finally hit Australian shore, and we were there to check it out! [READ MORE](#).

Pictured: GAP - The place to shop for Denim!!



EYE SPY

Spring has sprung!

It's the Victoria Racing Club's "Flemington Spring Fashion Lunch" today marking the start of the Spring Racing Carnival. Caroline & Yolanda will be heading to this stylish, social day out, and enjoy live entertainment and a showcase of the latest spring fashion and racewear from Myer.

Pictured: Yolanda & Caroline frocking up for the Victoria Racing Club lunch.



SNIPPETS

You fell in love with the photography of Monty Coles during LMFF 2010 but have no fear he is still making his way around the traps and posting his creative insights on his blog theloupe.org

We love to share stories about how LMFF has brought fabulously talented folk together so we were excited to hear about the good fortunes of [Life with Bird](#) who have rendezvoused with Malcolm Carfrae and Francisco Costa from Calvin Klein. [Read More](#)

Looking for a Spring fling? [Alice Euphemia](#) has a tempting bevvvy of upcoming events which makes it the perfect contender. In September, Lover will kick off the Spring/Summer string of residencies, hosting a two week 'Untitled'. Followed shortly in October by Romance was Born who will take over the Alice Euphemia. Not forgetting in between, Tina Kalivas will be setting up camp in their window (literally!) with her teepee to coincide with her delivery of her new collection, 'Totem'. Keep informed by reading the [Alice blog](#).

We are thrilled to hear that David Downton one of the world's most influential fashion illustrators is heading to Australia for the first time. He will showcase a collection of his most iconic illustrations to celebrate In Season at Chadstone – The Fashion Capital, Chatswood Chase Sydney and QueensPlaza in Brisbane. [Click here](#) for all the details.

[Melbourne Spring Fashion Week](#) is underway! LMFF is enjoying the spring shows and can't wait for warmer weather. We were excited to see that Ruby Rose will sat front row at LMFF 2010 is the Ambassador for the event. Fashion week runs until September 5th 2010.

Westfield Doncaster - The Little Book of Inspiration highlights the key to the spring summer season and, best of all, contains fantastic offers from some of our great retailers at Westfield Doncaster, such as Arthur Galan, Gorman, G-Star, Karen Millen and Marcs. These offers are valid exclusively at Westfield Doncaster from October 14-17. Don't you just love an incentive to go on a shopping spree? To have a copy sent straight to your door sign up to the e-newsletter on the [Westfield website here](#).