



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE WINTER ISSUE

ENERGISE & ENTERPRISE

As part of the Victoria's Small Business Festival Energise Enterprise, LMFF will be hosting a seminar discussing how events are the new black of the marketing world. In a time when your customer has become blasé to traditional marketing, events have evolved to provide businesses direct contact with their consumers. Don't miss your opportunity to grab a ticket to this LMFF event. [Read more](#)



WINTER SURVIVAL TIPS

Here at the LMFF head office we have created a list of survival tips to warm our little hearts during the chill of a Melbourne winter. Find out what we've been up to. [Read More](#)

Pictured: Peninsula Hot Springs



WARDROBE WARM UP

What is LMFF lusting after for their wardrobe to get us through the cooler months? We're dreaming of what additions we'll make to get our wardrobe Spring Summer 2011. Find out what purchases we'll be making. [Read more](#)

Pictured: Therese Rawsthorne's 'Loop dress'



EYE SPY

Karen Rieschieck's [Alice Euphemia](#) has been a perfect winter escape for the Festival team over the colder months. Karen has a well-earned reputation for identifying and inviting new creative talent to showcase their Australian made clothes and accessories to locals and visitors. It's no surprise that Karen's wardrobe is one that we admire and basically would love to raid, showcased here with her emerald ensemble.



Enter image caption or more body content here

SNIPPETS

Sydney-born jewellery designer and sculptor Jordan Askill has been named one of the recipients of the British NEWGEN Sponsorship Awards. Find out more about another inspiring Australian design talent [here](#).

[Friedrich Gray](#)'s Studio Store opened on June 10 and while we haven't visited it yet we heard it's the place to go for the winter 2010 collection, archive pieces, prototypes and if THAT isn't enough for you, there's also custom-made leather jackets to order!

On new shopping destinations, designer Megan Park is entering the world of retail with her first store set to launch in Melbourne. Scheduled to open on High Street, Armadale on August 5, the boutique will offer the label's womenswear collection, accessories, homewares and girl's apparel

The European Masters have arrived at the NGV International (Melbourne). The exhibition [European Masters: Städel Museum, 19th-20th Century](#) brings together a remarkable collection of masterpieces from the Städel Museum in Frankfurt, one of the finest collections in Europe. It's on until October 10 so you have loads of time to book your Winter escape to Melbourne. LMFF were there on the opening night and had a wonderful time thanks to our generous friends at [Avant Card](#).

Online retail giant [Net-a-Porter](#) has announced plans to add a menswear site called Mr Porter. The boutique launched its discount sister site [The Outnet](#) last year and it has been ten years since Porter. Mr Porter will launch in time for Net-a-Porter. Mr Porter will launch in time for Spring 2011 and is expected to go live in January 2011. Brands that have already agreed to be involved include Burberry, Ralph Lauren, Lanvin, YSL, Margiela, Balmain, Dunhill, and Margaret Howell.

Sofitel is the only French luxury hotel brand in the world! To celebrate this heritage Sofitel Melbourne on Collins is hosting a series of events to celebrate Bastille Day, the French national holiday commemorating the storming of the Bastille on 14th July, 1789. During the week from 11th - 17th July, guests will have the opportunity to enjoy a range of French-inspired food and beverage offerings to get them into the spirit of this most important day on the French calendar. [Find out more](#)