



SWINGTAG

LOREAL MELBOURNE FASHION FESTIVAL

14-21 MARCH 2010

THE RESOLUTION ISSUE

LMFF 2010 RESOLUTION

In 2010 LMFF resolves to get happy and bring inspirational joy to you! This is the year to sparkle and shine as the L'Oréal Melbourne Fashion Festival celebrates the exceptional talent of the Australian fashion industry, inspiring the public, invigorating retail and supporting those whose unique and valued expertise brightens up our lives. Capturing the buzz of Australia's largest and most successful consumer fashion event, LMFF puts on the party shoes to tap dance down the catwalk of fun; smile, embrace, engage and soak up the pleasure of great fashion, bold innovation and creative entertainment: ... love life, love fashion, love L'Oréal Melbourne Fashion Festival!



RESOLVE TO SUPPORT EMERGING AUSTRALIAN DESIGN

With a huge line-up of this nation's most creative expressive and independent fashion designers, the 2010 LMFF Independent Runway supported by Network Ten promises to deliver one of the most eclectic and exhilarating nights of the Festival. Resolve to update your wardrobe and support Australia's amazing independent design talent. [Read more](#)

Pictured: Alexi Freeman



RESOLVE TO SHARPEN YOUR BUSINESS SKILLS

In the post-marketing world, how are you going to tell your stories? L'Oréal Melbourne Fashion Festival hosts a breakfast session on the future of marketing. Paul Bennett (pictured), a world renowned ideas guru at globally leading creative group IDEO will explore the new marketing mix: consumer-centric, ground-up, experimental and provocative. THIS IS AN EVENT YOU CAN NOT AFFORD TO MISS! [Read more](#)



GIVEAWAY

Celebrating five Years of 'unstoppable fashion', LMFF Media Partner, FASHIONTREND Australia has just launched a new Issue showcasing the international Fall Winter collections, Air New Zealand Fashion Week and Seoul Fashion Week. The new Issue titled 'Femme' is dedicated to the absolute ideal and mystery of feminine allure. We have three Issues to giveaway to the lucky Swingtag readers who email us in 25 words or less your ideal outfit to capture the mood of feminine allure to Available at BORDERS and leading newsagents nationally. www.fashiontrend.com.au



EYE SPY

According to this sweet SISTER BELLA regular, raiding your parents' wardrobe not only provides infinite fashion inspiration but fabulous attire for a night out. This simple black and white combination is made all the more theatrical with layers of her mother's gold costume jewellery. With a gorgeous, 'just back from the beach' wavy bob of strawberry blonde hair. This look is complete and inspiring us to get us from the beach to the bar this summer. Simply divine.



SNIPPETS

If you're looking for the perfect accessory for your LMFF experience, GRLmobile's mobile phones, broadband and fashmo products are just the ticket. [Read more](#)

LMFF will kick-start the next 'Get stylehunted with Stylehunter.com' event which will see a team of professional Stylehunter representatives working with photographers to capture style savvy trend setters at LMFF. [Read more](#)

On March 19 at 7.30pm, Designers' House invites you and your friends to an evening of 'Ice Wonderland Fashion Show. Ice skates, gorgeous models and stunning key seasonal trends will be on show by Designers' House retailers including Little Joe, Tim O'Connor, Modern Lovers and JETS...and that's just to name a few. [Read more](#)

If the history of Champagne can be told through that of its famous names, then the house of Devaux has written some of its most celebrated pages. LMFF is thrilled to have Champagne Devaux on board for the 2010 Festival and look forward to sharing a glass of bubbly across the eight days of the Festival. [Read more](#)

The LMFF Fashion Collections presented by the City of Stonnington promise an inspiring and engaging style experience in the magnificent surrounds of the Malvern Town Hall. The magnificence will bring together the latest and most exciting style, fashion, music and entertainment from Melbourne's hippest shopping precincts in a series of fun and intimate shows. [Read more](#)

Fashion enthusiasts and style innovators - we want you! LMFF is excited to announce that Spotlight, Australia's largest fabric retail destination will celebrate individual style at LMFF as presenting partner of the LMFF Style Celebration. [Read more](#)

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