

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

INSPIRATION IS EVERYWHERE SWINGTAR

August 2009

THE FASHION BUZZ ISSUE

Across Australia, fashion devotees have welcomed the Spring Summer season as a fashion buzz takes over the nation. Congratulations to Sydney Fashion Festival and Brisbane Fashion Festival who have already launched the warmer months. In Melbourne, anticipation builds as Melbourne Spring Fashion Week prepares to take over the city. Perth's mantle as the West's creative capital will be upheld when the L'Oréal Melbourne Fashion Festival team head there later in September to check out the hottest Western Australian design talent. We wish all the teams involved the best of fashion cheer.

Across the globe we wait with eager anticipation for the international shows with New York Fashion Week in early September commencing a whirlwind of fashion festivities in London, Milan and Paris. All the best to our great Australian labels that will be showcased on the international stage.

After surviving a summer of fashion remember to pencil in the most important fashion dates in your diary – March 14 to 21, 2010 when L'Oréal Melbourne Fashion Festival will be back – bigger and brighter than ever!

LMFF 2010 DESIGNER AWARD - APPLICATIONS OPEN

It is with much excitement that LMFF can announce that on September 1 applications open for the 2010 LMFF Designer Award presented by Woolmark and supported by *Vogue* Australia. The Festival is a champion of emerging Australian design talent and L'Oréal Melbourne Fashion Festival's esteemed annual Designer Award presented by Woolmark is testament to this.

The Award encourages excellence within the Australian fashion industry, acknowledging designers in their first five years of business who excel in creative design, fashion innovation, quality workmanship and the potential to contribute to the future growth of the Australian fashion industry.

In April 2009 Romance Was Born (winners of the 2009 LMFF Designer Award presented by Woolmark and supported by *Vogue* Australia) commented on the significance of winning the Award: "It's something we would not have had the opportunity to do if we had not won the LMFF Designer Award presented by Woolmark. It's also nice to know that the industry recognises and appreciates our approach to what we do. We were continually told that it was a tough year for judging, so we feel even more blessed, as we really did have some stiff competition; everyone deserved to win."

Applications for the 2010 LMFF Designer Award will be accepted from September 1. Visit lmff.com.au to find out the application details and download the application form. Entries close on November 16, 2009. An administration fee of \$60.00 per entry applies.



Pictured: Romance Was Born designers Anna Plunket and Luke Sale at the presentation of the LMFF 2009 Designer Award presented by Woolmark. Photographer: Carla Gottgens

TAKING LIBERTIES

LMFF's heart is all a flutter to hear the latest news from Alpha60 the unique boutique label for men and women. LMFF is proud to announce that as a result of Yamin Sewell, Creative Consultant to Liberty, speaking at the LMFF 09 Designer Forum Alpha60 has received an order from Liberty of London. Yasmin saw the collection while in Melbourne on the L'Oréal Paris Runway and loved it! Alpha60 designers Alex and Georgie Cleary also made contact with a new European agent during LMFF which has resulted in the label launching in the European market in spectacular fashion including showing as part of London Fashion Week and picking up a number of European and UK stockists.



EYE SPY

We met Natalie at a Miss Universe event; she was the most delightful company at lunch. Natalie reminded us that mixing up our black palette with splashes of colour can revitalise a winter wardrobe and lift our spirits even on the dreariest day.



SNIPPETS

The Jewish Museum of Australia together with many highly esteemed Australian fashion designers (including Peter Alexander, Josh Goot and camilla and marc), Jewish fashion industry delegates and luminaries are combining their resources and skills to present the The Jewish Museum of Australia Designers Collective Runway Show at the St Kilda Town Hall on Thursday September 10. Guest host of proceedings will be Amanda Briskin. Tickets are \$45 and are available through the Jewish Museum of Australia - phone: 85343600

LMFF Designer & Creative Liaison Brittany Singleton will be heading to Perth Fashion Festival (September 4 – 10) as a guest of the organisers to support Western Australian designers and scout for talent creating a buzz in the Perth fashion scene

Next month LMFF representatives will be traveling abroad including New York, London and Paris to meet with potential guests and ambassadors for LMFF 2010; we look forward to sharing the results of their endeavors; keep up to date with LMFF news via our Twitter and Facebook

Eight independent Australian and New Zealand fashion labels including Akira, Toni Maticevski, MaterialByProduct, Romance Was Born, Zambesi and Nom*D will feature in an exhibition called Together Alone: Australian and New Zealand Fashion at the National Gallery of Victoria. The featured works span from the last decade, with over 40 pieces on display from the NVG Collection and key loans including a Romance Was Born piece from LMFF's Festival Director's wardrobe. The exhibition will run at the Ian Potter Centre: NGV Australia, Federation Square from October 1 to April 18, 2010

Congratulations to the Queensland Art Gallery for showcasing a brilliant collection of Eastern Pearson working at the Gallery of Modern Art. It is a truly inspiration tribute to exceptionally talented fashion duo. If you haven't heard, LMFF has finally created it's own You Tube page - check it out to see official highlights of the history of LMFF [here](#)

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