

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

INSPIRATION IS EVERYWHERE SWINGING

September 2009

LONDON & PARIS REPORT

L'Oréal Melbourne Fashion Festival Director Karen Webster has been on a whirlwind tour of London and Paris meeting potential guests and participants for the 2010 Festival. Our lips are sealed on the amazing line-up coming to Melbourne in March but be prepared for the most exhilarating line up of presenters at the LMFF Business Seminar, Herald Sun Marketing Breakfast and LMFF Designer Forum!

What we can share are some of the top trend tips coming out of Europe, so that we can be prepared to look stylish when LMFF comes our way. A key trend is to channel history to get the look:

- The spirit of the 1980's reinvented in a modern form; inspired by Balmain and Balenciaga shoulders (yes, they are back bigger and broader than ever), the jeans get skinnier (is it possible?) and the rebirth of Azzedine Alaïa whose collections are exquisite confections of detail and precision cutting.
- Accessories become Excessories as the shoes are higher, sculptured and ornamental, bags are encrusted (no logos please) and bangles, brooches and necklaces are oversized.
- 1970's glam is back with sequins, sparkle and metallics on all possible surfaces. With all the short skirts; the sequinned or metallic legging is a new wardrobe essential. The new silhouette has 'Bat Wing' sleeves on tops, cardigans and dresses.
- Not to be forgotten, 1950's refined structure and elegant styling is found in wool melton cocoon jackets and overblown cabbage rose prints on body-formed dresses with the mandatory matching belt. Don't forget to team it with a coordinating bag, shoes and gloves.
- One of the most fabulous trends is not from the streets or stores but the exquisite exhibition of Madeleine Vionnet's work at the *Musée des Arts de la Mode et du Textile* in Paris. Expect to see her influence emerging in designer collections in the next few months, draped and bias cutting, architected and engineered forms and the spirit of 1930's couture.

- Red is hot – the perfect antidote to a cool winter's day is to turn into the scarlet woman. Bold and graphic it teams perfectly with all that is black in our wardrobes.

Now looking to the future, hot names to watch include:

- Mary Katrantzou a graduate from St Martin's, whose hyper-real graphic digitally printed dresses graced the windows of Colette in Paris.
- Richard Nicoll has evolved into the boy wonder of London fashion, his collection was fabulously displayed at Liberty, again sublime prints set the range apart.



Top: Richard Nicoll showcased at Liberty London

Bottom: 80's revival at Selfridges London

LMFF 2010 CULTURAL PROGRAM - GET YOUR IDEAS IN!

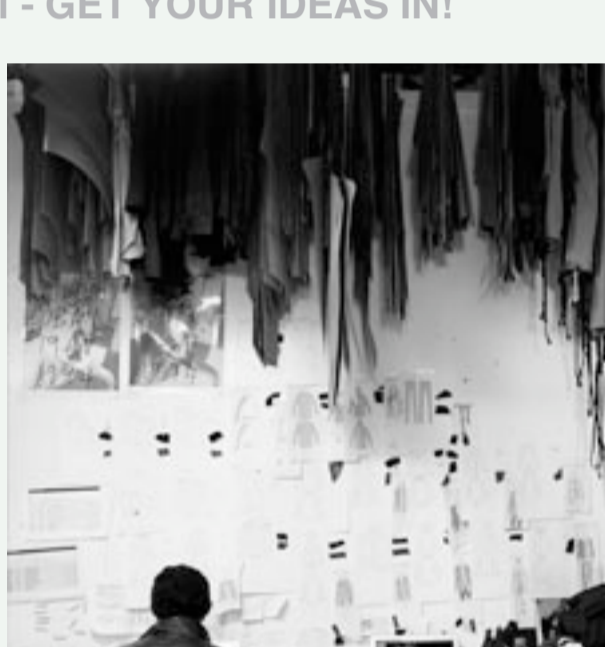
The 2010 L'Oréal Melbourne Fashion Festival will take over Melbourne, continuing its dominance as Australia's largest and most successful consumer fashion event. A highlight is the LMFF 2010 Cultural Program, proudly supported by Artichoke. The LMFF Cultural Program is an exciting and diverse network of fashion-inspired installations, exhibitions and events – many of which are free! The LMFF Cultural Program provides a forum for designers and artists to express their creative voice and to communicate their fashion talent in all its guises.

LMFF is thrilled to announce the appointment of Mikala Tai as the Cultural Program Manager, who is fresh from the National Gallery of Victoria (NGV) and shares our passion for all things creative and fashionable. After curating exhibitions around Melbourne and supporting the programs department at the NGV she is excited to be donning her heels and promoting Melbourne's vibrant cultural scene.

Please contact her on culture@lmff.com.au whether you're an installation artist working with tulle or a designer in your first year of business Mikala would love to hear from you and how you can contribute to LMFF's Cultural Program!

3 minutes with LMFF's Cultural Program Manager:

- **What is the first thing you ever created?** I refashioned some old socks into stylish gloves so my Mum could read in bed without her arms getting cold. She said she loved them!
- **What is the most inspirational piece of art you've interacted with?** It has to be Doug Aitken's installation 'Electric Earth'. The first time I saw it I watched it five times and left with my head full of ideas.
- **What is your vision for the program?** I hope that the 2010 Cultural Program will allow everyone a glimpse of how the magic of fashion is created. We are looking for as many designers and artists as possible to open their studios during this time so whether you are from Fitzroy or Bendigo - or anywhere in between - we want to hear from you.
- **Where is your favourite place?** I love a good market. Most Sundays I'll be found at one of the many markets around Melbourne fossicking for pre-loved goodies and discovering new Melbourne creatives.

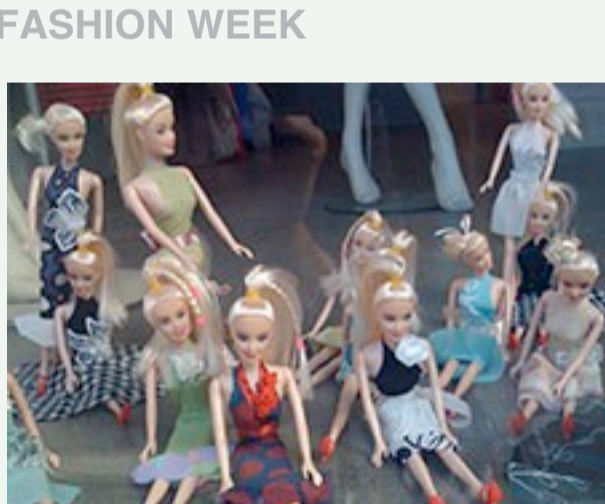


'Who Am Eye' – who will be involved in our 2010 Open Studio Program.

LMFF HEADS TO NEW ZEALAND FASHION WEEK

L'Oréal Melbourne Fashion Festival's Strategic Advisor Fay Nwokobia made a visit to the Air New Zealand Fashion Week 2009 and sent us a few highlights en route back to Melbourne:

The standout shows were Sable & Minx for setting and ambience (Parisian tea salon) and Annah Stretton for 1930s and 1940s influences, underwear as outerwear and a finale with two girls dressed in gold paint (one who edits her own fashion magazine and is an ex-model). The Annah Stretton store in Newmarket, Auckland window installation featured Barbie's dressed in her designs (pictured).



Zambesi's show was a spectacle, set in a theatre - very slick, smooth show with boys and girls wearing some of their finest (also spotted were a crew of Melbourne models among the mix in their show). The buzz around ANZFW is Zambesi's 30 year anniversary in business.

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EYE SPY

LMFF spied this graphic lass at the MATERIALBYPRODUCT season launch in Fitzroy.

We were completely taken by her knee-pad leggings and her sharp outfit that was set off beautifully by the monochromatic street art.

This laneway lovely has Melbourne dressing down – black draping with a flourish of fun!



SNIPPETS

LMFF's Community Partner *beyondblue: the national depression initiative*, is seeking your active participation with *beyondblue's* Anxiety and Depression Awareness (ADA) Month throughout October and invites you to put ADA on your RADAR! Having ADA on your RADAR can include hosting any one of a range of activities to increase awareness of anxiety and depression and reducing stigma throughout October. The team at LMFF is going to wear blue to work on October 1 visit beyondblue.org.au for ideas on what you can do to support.

Laura Anderson, Chair of LMFF has over the last month lead CEO Boardroom Breakfasts Series 2009 in Sydney and Melbourne as part of LMFF's commitment to inspiring and supporting excellence in the business of fashion and retailing and global trade. Laura used her experience as a highly regarded company director with an international reputation for innovative business approach to facilitate discussions around supply chain strategies to employ in an economic downturn.

New York Calling! The Australians in NY Fashion Foundation provides an opportunity for successful Australians in the New York fashion industry to help the next generation of young, future Australian stylists, journalists, fashion designers, publicists, hair and make up artists, set designers, photographers, and beauty professionals. Each year the Foundation will fund one winner to work in New York for up to six months. Applications close October 16, so visit their site for more details www.ainyff.org.

Two high-impact runway parades will headline this year's Expanded two-day Stonnington Hall of Fame event. Now in October, to coincide with all the glitz of Melbourne's Spring Carnival, the two-day Stonnington Spring Fashion Runway will showcase the best on offer from Stonnington's four fashion precincts, Toorak Road South Yarra, Chapel Street Precinct, High Street and Toorak Village. For all tickets, call Chapel Off Chapel on 03 8290 7000 or visit www.chapeloffchapel.com.au. For further information, visit: www.stonnington.vic.gov.au/fashion.

The Melbourne Racing Club's The Age Caulfield Ladies Luncheon on the 2 October 2 will provide a glimpse of this season's Spring Carnival fashion with tips from a panel of experts including LMFF's Festival Director Karen Webster.

Talking ponies – On October 24 Melbourne's GPO is hosting the Fashion's on the field at the Tatts Cox Plate Day at Moonee Valley Racing Club, LMFF's Designer & Creative Liaison Britt Singleton will be one of the judges.

The call has gone out for the MYER Fashions on the Field. You can enter Australia's most famous best-dressed competition held at Flemington and share in some fantastic prizes. Remaining State Finals are taking place in Queensland, Western Australia and Victoria. For pre-registration and competition details visit www.melbournecup.com.

Westfield Doncaster presents an exclusive VIP Shopping Night on October 7, from 5.30pm to celebrate the Spring Racing Carnival. Join them for a special evening of fashion and fun to prepare you for the racing season. Westfield Doncaster is a proud sponsor of the Victoria Racing Club and L'Oréal Melbourne Fashion Festival. Visit westfield.com.au/Doncaster for more details.

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