

SWING TAG

THE DAYDREAMING ISSUE

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Imagine this...you're lying on a warm tropical beach, book in one hand, your favorite cocktail in the other, the waves are softly breaking against the shore and the sun is skipping on a sparkling blue sea...ahhh the beauty of daydreaming. With the thick of winter upon us, it's easy to drift away to another place, but we are half way through it and there are still plenty of very dreamy things happening on our own shores.

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LOCK IT IN YOUR DIARIES - LMFF 2012 DATES REVEALED!

We are busy planning an exciting new program for the 2012 L'Oréal Melbourne Fashion Festival and are ready to announce the dates to our Swingtag audience first! Next year LMFF will run from **Thursday 8th March** until **Thursday 15th March**. Mark it in your diary and get ready for an exhilarating program of fashion events to come!

In the meantime get your fashion fix by reliving the colour and splendour of this year's opening runway 'Fashion Full Stop' featuring the most amazing Australian fashion from the 1960's to today. [WATCH IT.](#)

Image: Backstage at Fashion Full Stop 2011, by [Lucas Dawson](#).



CULTURAL PROGRAM EXPRESSIONS OF INTEREST NOW OPEN

The LMFF Cultural Program provides a forum for designers, artists and curators to present their fashion-inspired creative work to the public during the month of March each year. Extending beyond the officially programmed events of Festival week, the diverse, inspiring, educational and often surprising Cultural Program embraces broader creative parameters of how fashion can be experienced far beyond the runway.

LMFF invites designers, artists, curators, cultural organisations and institutions to submit a proposal to be included in the 2012 LMFF Cultural Program. [READ MORE.](#)

Image: Daniela Federici



THE EXQUISITE WHITE WEDDING DRESS EXHIBITION

The White Wedding Dress opens this weekend, presenting the most romantic, glamorous and extravagant wedding dresses from the Victoria & Albert Museum's collection. International designs including Dior, Vivienne Westwood, John Galiano, Christian Lacroix, Norman Hartnell will sit alongside an exhibition of superb Australian wedding gowns by Akira Isogawa, Romance was Born, Toni Maticevski, J'Aton, Gwendolynne and Richard Nylon. [READ MORE.](#)

WIN! Bendigo Art Gallery and LMFF are offering 10 double tickets to the VIP opening of the White Wedding Dress exhibition this Saturday 30 July. Email your name and phone number to fashion@lmff.com.au - the first ten will win!

Image: It's not all white - British designer Vivienne Westwood's colourful gown designed for burlesque star Dita Von Teese's marriage to Marilyn Manson will be on display.



STUDIO VISIT - GWENDOLYNNE

Gwendolynne Burkin welcomes us into her Fitzroy studio, which sits directly above her store space just off Brunswick street, with a warm smile and the offer of a cup of Milo. Bubbling over with ideas and excitement about some developments in the pipeline for the Gwendolynne label, Ms Burkin shows us around her studio - a treasure trove of beads, lace and heavenly trims.

[VISIT THE STUDIO.](#)

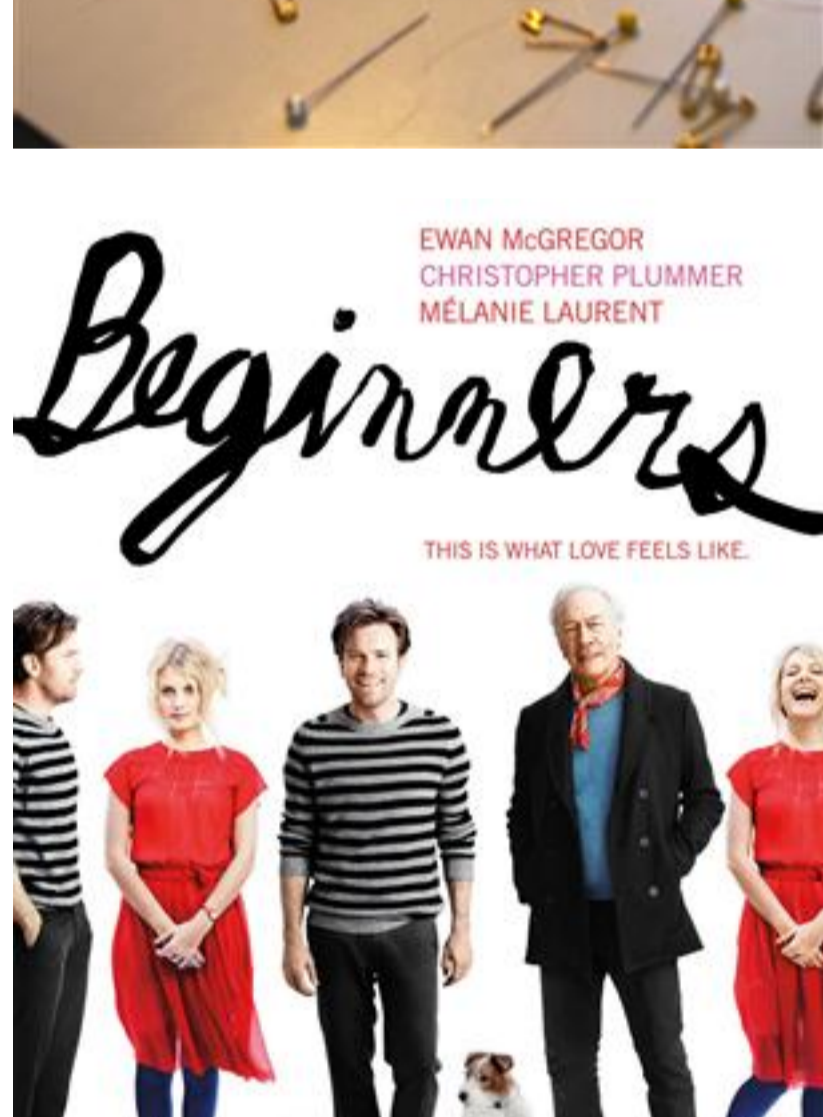
Image: Come inside and explore Gwendolynne's studio with us!



ESCAPE TO THE CINEMA - 50 DOUBLE MOVIES PASSES TO GIVEAWAY

'Beginners' is a joyous and tender film about love, romance, loss and life in all its bestness and beauty. Ewan McGregor, in one of his best performances, stars as Oliver, a single late 30-something still baring the scars of past broken relationships, as he tries to make sense of his current emotions. The past and present of Oliver's life is expertly and effortlessly woven through the narrative.

WIN! Thanks to Hopscotch Films, we have 50 x double passes to giveaway! The first 50 people to register their details [HERE](#) will be mailed a complimentary double pass to catch 'Beginners' at advance screenings in selected cinemas August 19 to 21.



SNIPPETS

JOSH GOOT FOR ASOS

Australia's Josh Goot has just released his second exclusive range for British retailer ASOS. The cuts are clever, demonstrating Goot's respect for the female form through body-con shapes and panel detail. [SEE MORE.](#)

LMFF LOVES: THE PRAHRAN HOTEL

The lovely folks at the Prahran Hotel hosted the LMFF team for an amazing lunch in one of their function rooms. The recent refurbishment has created a contemporary feel with an art deco edge. The venue is cleverly divided into a series of small spaces each with their own distinct character - we huddled around one of the open fireplaces downstairs for a few glasses of red - very cosy! Thank you to the team for feeding and looking after us - we'll be back! [READ MORE.](#)

AKIRA STUDIO SALE

[Akira Isogawa](#) is one of Australia's most celebrated designers, identified by his work with luxurious and unique fabrics bringing to life natural fibres in romantic soft silhouettes that echo Eastern influences. It's been a long time since Akira has had a sale - and we are very excited about this rare opportunity. Akira will be attending the sale in Melbourne, Saturday 30th & Sunday 31st July 20, GPO Level 1, 350 Bourke St, Melbourne, 10am - 5pm.

CONGRATULATIONS QUALIA CREATIVE

Their amazing set design for the LMFF Business Awards has been shortlisted for the Create Design Seminars presented by Desktop. Congratulations! Read more about the concept and view the set [HERE.](#)

NICOLE TRUNFIO FOR PERTH FASHION FESTIVAL

Supermodel and ex LMFF Ambassador Nicole Trunfio is the face of this year's Perth Fashion Festival, but it was her adopted home of New York that featured in the official campaign shoot. [READ MORE.](#)

LOVE BARGAIN SHOPPING?

Head along to the Take to Markets this weekend where you will find some of Melbourne and Victoria's best recycled fashion. This Sunday 31st July the market will be held at Geelong West Town Hall, Pakington Street, Geelong from 10am - 3pm. Entry is just \$3! [FIND OUT MORE.](#)

AUSTRALIA'S NEXT TOP MODEL TOP 100 ANNOUNCED

Australia's Next Top Model is back for its seventh season promising more drama and more models than ever before. Sarah Murdoch is back as host, with judges Charlotte Dawson and Alex Perry. This year the show is starting out with the Top 100 contestants before cutting it down to the girl who will be the 2011 Australia's Next Top Model. See the top 100 on the Fox8 website. Season 7 premieres Monday, August 8 at 7:30pm on Fox8. [WATCH THE PREVIEW.](#)

FAKE FASHION - ARE COPYCATS KILLING CREATIVITY

In the world of fashion, copying is rife. It can be blatant and is certainly destructive to the morale and bottom line of creative designers. Is there enough room for both originals and copies in the marketplace or are copycats killing creativity? Where is the line between copying and inspiration? Join some of Australia's leading designers, to discuss this controversial issue and learn how fashion designers can best protect themselves from unauthorised imitations. Wednesday 10th August, MLC Centre, Sydney. [REGISTER.](#)

GENERAL PANTS ROCKS ON AT SPLENDOR

General Pants has joined forces with a raft of iconic brands, including Ksubi, Converse, Lee and Dr Martens to create an exclusive pop-up store for music festival Splendour in the Grass. "The Very Small Mall", which will operate throughout the festival schedule, will open for trade this weekend July 29 until July 31, and will stock a range of labels such as Dr Martens, RVCA, Lee Jeans, Insight, Havaianas, and Swedish denim brand Cheap Monday. Splendor in the Grass festival held at Woodford in Queensland kicks off today. [READ MORE.](#)

PROJECT RUNWAY FINAL HELD IN MELBOURNE

The LMFF team sat front row to watch the Project Runway final on Saturday. Great to see our good friends Jarred Clarke, Kirrily Johnston, Alex Perry, Megan Gale and Alyssa Sutherland all on the one night! Project Runway Monday's 8.30pm on Arena. [VISIT WEBSITE.](#)