



SWINGTAG

L'ORÉAL MELBOURNE FASHION FESTIVAL
14-21 MARCH 2010

THE PATRIOTIC ISSUE

LMFF 2010 AUSTRALIA DAY TRIBUTE

To celebrate Australia Day, L'Oréal Melbourne Fashion Festival is paying tribute to Australian fashion industry ambassadors who are flying the flag on the local and international stages. LMFF congratulates Australian designers breaking into the international market and welcomes those returning home to share their expertise and insight from such expeditions. We've dedicated this issue of Swingtag to Australians who star in the global fashion industry.



DESIGNER AWARD FINALISTS ANNOUNCED

LMFF is incredibly proud of its history of supporting emerging talent in fashion so it's with great pleasure that we continue our tradition presenting the LMFF Designer Award presented by Woolmark and supported by *Vogue* Australia; the nation's most prestigious and highly regarded award for the next generation of designers.

We are thrilled to announce that the 2010 LMFF Designer Award will feature seven exceptional finalists, who have all achieved global exposure through their hard work and brilliant talent. [Read more](#)

Pictured: Garments from Therese Rawsthorne collection



DESIGNER FORUM PRESENTERS REVEALED

In 2010 the Designer Forum presented by Colonial First State Global Asset Management and supported by FASHIONTREND Australia will play host to internationally renowned guests who impart their unique knowledge and experiences to assist the Australian fashion industry in making positive breakthroughs in both local and global markets. LMFF has brought guests from all corners of the globe together for an up front and intimate dialogue. [Read more](#)

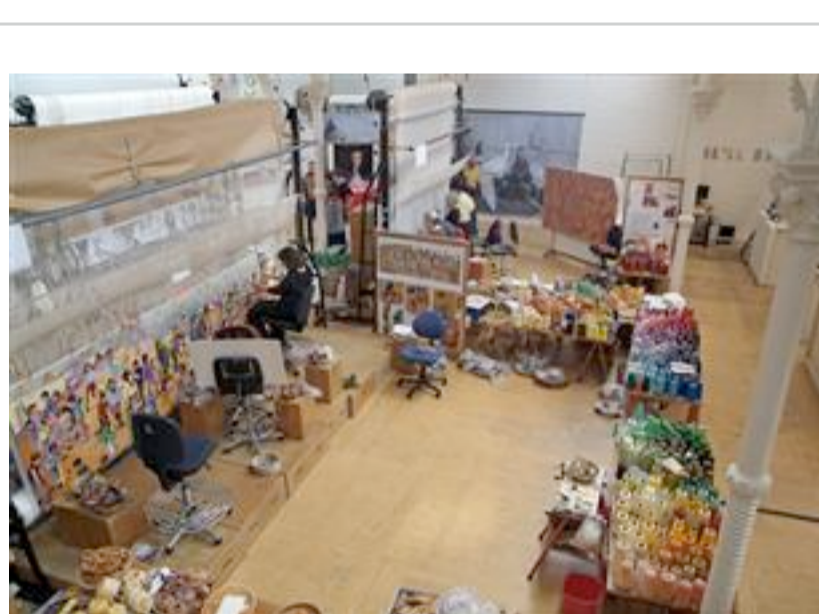
Pictured: Michael Angel



CULTURAL PROGRAM

Enter the magical world of fashion from shopfront to cutting room floor as the L'Oréal Melbourne Fashion Festival Cultural Program fills the month of March with inspired installations, exhibitions, forums and events traversing Melbourne, Geelong and surrounds. Capturing the theme of 'Fashioning the Magic' over 100 activities will inspire, engage and provoke. [Read More](#)

Pictured: Victorian Tapestry Workshop



GIVEAWAY

Thanks to our friends at Madman Entertainment Swingtag has 15 DVD copies of THE SEPTEMBER ISSUE. For those who missed the cinema screening the documentary closely follows Anna Wintour, the legendary editor-in-chief of *Vogue* magazine while creating the September 2009 issue. [Read More](#)



EYE SPY

We spotted this lovely lady taking some time out on one of the chillier summer evenings this month. Here is proof that that a classic little black skirt can transition timelessly from office to outing when paired with a deep red lip, a delicate asymmetrical accessory, the silkiest of shirts and a fierce attitude.



SNIPPETS

WE WANT YOU! Want to be part of the official launch of the LMFF 2010 program? Well you can. Come down to Federation Square at 10.30am on February 10 to be the first to hear what will be happening at LMFF 2010.

Make sure you bookmark the [LMFF's Blog](#) to get your fix of all things fashion and style. We are pleased to announce Kate Vandermeer, (Director of [iSpyStyle](#)) as our official guest fashion blogger for this year's Festival. Kate's discerning reporting style will cover all the behind the scenes news, designer interviews and industry updates daily during the festival with pre-festival weekly updates kicking off on February 11. [Read more](#)

If you haven't visited LMFFTV for a while check it out now – we've updated some more access all areas footage with Vox Pops from LMFF as well as our Television Commercial which has just gone to air on Network Ten, FashionTV and in cinemas cross Australia thanks to Val Morgan. Visit [LMFFTV](#)

As a Gold Partner of LMFF, Middletons is proud to host the Fashion Law Breakfast. The event will provide vital information to the fashion industry. [Read More](#)

Are you the next new talent to walk the LMFF runway? LMFF and the Herald Sun are looking for new model to be showcased during the LMFF Sidewalk runway. To walk the runway and share in some exciting prizes email two photos – one head shot and one full length shot – to fashion@lmff.com.au by Feb 10, 2010. Check out the [LMFF gallery](#) for updates and entries! For full terms and conditions visit lmff.com.au

David Jones is thrilled to show their support once again as a Platinum Partner of LMFF and this year have increased their commitment by supporting six leading Australian Designers on the LMFF catwalk including Sass & Bide, Thurley, Gorman, Fleur Wood, Akira and Easton Pearson. [Read more](#)

Looking for the hottest ticket when it comes to getting yourself from one LMFF show to another? A must for every girl's purse, the innovative Platinum Card from Wilson Parking ensures travelling around the city has never been easier and saves you time on exit. Visit [Wilson Parking](#) to order yours today. [Read more](#)

Want to capture the glamour and fun of the Flemington Festival of Racing? Join LMFF at the Beautiful Girls Fashion Lunch on March 3 2010, a fabulous girls fashion event that marks the start of the Flemington Festival of Racing. Celebrating the best in fashion and racing the event will showcase autumn/winter fashion including racewear from Myer and provide insight into what to expect at LMFF. [Read more](#)