

SWING TAG

THE
OUT & ABOUT
ISSUE

[ABOUT LMFF](#) [FESTIVAL INFO](#) [GALLERY](#) [PARTNERS](#) [DESIGNERS](#) [MEDIA](#)

The LMFF crew have been extremely social in the last month! From visiting designers' studios to celebrating store openings and not without enjoying a drink or two at some of Melbourne's newest bars and restaurants - there has been no shortage of activities to help us beat the winter blues. In this issue we hope to inspire and challenge you to get out and about and do something new this month - no excuses. Happy exploring!

WELCOME OUR NEW CEO

We welcome Graeme Lewsey to the Festival family in the newly created role of Chief Executive Officer. Graeme brings with him a wealth of experience and will work closely with Grant Pearce and the team to produce the world class Festival we all know and love. "I'm thrilled to finally be able to work with the team behind the event that has inspired and captivated me for many years. Helping to harness the creative talents of our industry is both a personal and professional passion of mine, and LMFF certainly presents the ultimate platform to bind this." - Graeme.

Picture: Everyone's excited about the new team!
Photo by [Lucas Dawson](#).



LMFF LOVES...

You may not know, but we have an area on our website for all the things LMFF loves from bars to boutiques. We have just added a 'what's new' section so you can browse the best new places to get out and about. This is updated monthly, so if you know of some great spots we should consider featuring, let us know, email fashion@lmff.com.au. This month we feature laneway hideaway Bar Americano, Asian inspired restaurant Chin Chin & a new coffee hangout, Hoboken. Visit them on [LMFF LOVES](#).

Image: New spot, Bar Americano. Photo by [Harvard Wang](#).



LEARN HOW TO ENGAGE THROUGH SOCIAL MEDIA

If you have a business, you will know that social media has created many new ways to engage with your customer. When introducing social media into your business you must ask "why am I building this, where are my customers and will this help me get closer to them?" The LMFF team will be discussing how the Festival utilises social media and how your business can be more social on Wednesday 3 August, 10:00am - 11:00am, \$20. To join us [REGISTER HERE](#).

Image: Explore ways to become more social online with LMFF. Photography by [Fernando Barraza](#).



LMFF KICKS OFF A NEW STUDIO VISIT SERIES

It's nice to touch base with all our talented designers, so we decided to share some of our visits with you! First studio stop, Alpha60. Alex and George Cleary welcome us to their industrial Fitzroy loft-office in a chilly Melbourne afternoon as their team work on the development of their Winter 2012 collection. We catch up with the guys and meet their zoo of Taxidermy friends, including a pair of magpies and a double-headed duck. [VISIT THE STUDIO](#).

Image: Come inside Alpha60's studio with us!



ZARA OPEN FOR BUSINESS

Unless you have been living under a rock, you will have heard that Zara has opened in Melbourne! We were there for the opening and have gathered some shots from our photographer friend Monty Coles capturing the hype around this retailing giant. Check out all the pics on the [LMFF BLOG](#).

Image: Anticipation and excitement over Zara's opening in Melbourne. Photo by [Monty Coles](#).



DHINI UPDATES LMFF FROM LONDON & PARIS

Designer Dhini is blogging for LMFF as she explores Paris and London in search of inspiration for her new collection. It's a whirlwind trip - 7 days in London, 7 days in Paris (we wish we were there)! Check out her first post featuring some amazing 'washed up' window installations at retailer 'Selfridges' in Oxford Street, London. [READ MORE](#).

Image: Peeking into the 'washed up' window installation at Selfridges, Oxford Street.



SNIPPETS

VIP DAY & LUXURY UMBRELLA GIVEAWAY @ COLLINS234-BOUTIQUE PLACE TOMORROW

Fri 24 June 2011 - one day only! 10am - 8pm. A shopping experience not to be missed...enjoy fantastic sales & store discounts, free gifts with purchase, live entertainment and more!* Home to fabulous fashion boutiques and specialty stores and exciting promotions and events, you are sure to FIND YOUR something at the reinvigorated Collins234-Boutique Place! Located near the corner of Swanston St & Collins St. Also accessible via Howey Place. *conditions may apply. [VISIT COLLINS234](#).

MANSTYLE - LMFF CULTURAL PROGRAM

Head down to the NGV and catch Australia's first exhibition focusing on men's fashion from the eighteenth century to the present day. ManStyle features over eighty works exploring influential ideas in menswear over the past three centuries. Charting a course between absolute restraint and flamboyant display ManStyle explores the extremes of masculine style and some of the most influential ideas that have pervaded menswear over the past three centuries.. Designers include; Thom Browne, Pierre Cardin, Jean Paul Gaultier, Thommy Nuttner, Rick Owens, Romance Was Born, Hedi Slimane, Walter Van Beirendonck, Vivienne Westwood. [READ MORE](#).

STATE OF DESIGN FESTIVAL

The State of Design Festival kicks off on July 20th and is the place to go to expand your knowledge of the value of design and explore how design generates innovation, promotes sustainability and adds value to business and society. The Festival program is diverse with many free events so head along and find out how design can improve living conditions, create sustainable development, and generate new and innovative products and services; check out the full program [HERE](#).

CHAMBORD NAMES FIVE FINALISTS

Five labels are busy dreaming up cocktail dress designs with hopes of securing a national retail opportunity. Saint Augustine Academy, An Ode to No One, Tali Roth, Elliot Ward-Fear and Tato & Meme are finalists in the fourth annual Chambord Shine Awards. The winner of the awards will have their cocktail dress design produced and retailed nationally in Seduce stores. Past winners include womenswear designer Carl Kapp and men's, women's and accessories label Limedrop. Find out more about the finalists [HERE](#).

BUDDING DESIGNERS WANTED FOR TESSUTI AWARD

Local fabric house Tessuti Fabrics is on the hunt for budding designers to contribute to the fifth annual Tessuti Awards online design competition. The event, established in 2007, is open to all lovers of fashion, design, sewing and fabric, and this year will work to the theme "Linen and Lace - everything old is new again". Entries are now open on the official Tessuti Awards website until September 1, 2011. [READ MORE](#).

VOGUE'S ONLINE SHOPPING NIGHT IN A SUCCESS!

The first Vogue Online Shopping Night has emerged a success, with thousands logging on after dark to browse and buy from over 100 brands and shopping sites. The event, hosted by Vogue Australia and Vogue.com.au in an effort to fuel flagging consumer sentiment, took place on June 8 from 5-11pm AEST and figures have identified it as the most online shopping event in Australia to date. [READ MORE](#).

KSUBI RELAUNCH COLOURED DENIM

Ksubi relaunch their ridiculously popular coloured denim range with a new short film starring Bambi Northwood-Blythe, Cisco Gorrow and Heidi Harrington-Johnson. Cisco Gorrow and Heidi Harrington-Johnson. Daniel Askill, the campaign features an assortment of 80's muscle cars fighting against billowing smoke, leaping models and tire tracks - very cool. [WATCH IT](#).

DESIGNER EMMA MULHOLLAND'S SHORT FILM

Emma Mulholland is one of Australia's most exciting young designers. In 2010 she received widespread acclaim for her graduate collection, 'Cruel Summer'. Emma showed for the first time at RFW this year simultaneously launching a short film titled Queen Aurelia. Check it out and experience a colour popping mishmash of tribal aquamarine beauty! [WATCH IT](#).