



SWINGTAG

L'ORÉAL MELBOURNE FASHION FESTIVAL

14-21 MARCH 2010

THE CELEBRATION ISSUE

PARTNERS CELEBRATION

The L'Oréal Melbourne Fashion Festival was thrilled to host the 2010 LMFF Partners Celebration; a joyous occasion to celebrate, network and share ideas leading up to the Festival. [Read more](#)

Pictured: The Fashion Pack, Chauntel Scarr (LMFF), Paul Hayes, Glynis Traill-Nash (Grazia), Luke Sales (Romance Was Born), Karen Webster (LMFF).



LAST MINUTE GIFT IDEAS

If you're still looking to cross off some names from your present-to-do list look no further than LMFF's answer to the ultimate fashion experience. It's the perfect gift option for fashion savvy family and friends or perhaps consider treating your staff and colleagues to a VIP experience as an alternative to the traditional team bonding. [Find out more](#)



STUDENT SHOWCASE

The Festival is a platform for emerging Australian design talent and in 2010 LMFF continues this support through Metamorphosis, the LMFF Student Showcase. We are thrilled to announce the event will be presented by Sportsgirl and supported by frankie magazine. For the first time the event will be open to the public. [Read more](#)

Pictured: Alexis Belcher, LMFF 2009 Student Showcase



CELEBRATE A VIP OFFER

As a friend and supporter of the Festival we are offering you VIP prices for our highly anticipated LMFF 2010 Business Events. The Herald Sun Marketing Breakfast is on Thursday March 18 and the LMFF 2010 Business Seminar is on Friday March 19. So mark your diaries now. Discounts for early bird tickets will expire on December 31, 2009 so be quick to [secure your seat!](#)

Pictured: LMFF 2009 Herald Sun Marketing Breakfast



CELEBRATION OF EMERGING TALENT

Earlier this month LMFF hosted the first round judging for the LMFF 2010 Designer Award presented by Woolmark supported by Vogue Australia. The Award is Australia's most prestigious fashion award fostering excellence in the fashion industry. [Read more](#)

Pictured: Romance Was Born, winners of the LMFF 2009 Designer Award presented by Woolmark supported by Vogue Australia



HAPPY CELEBRATIONS

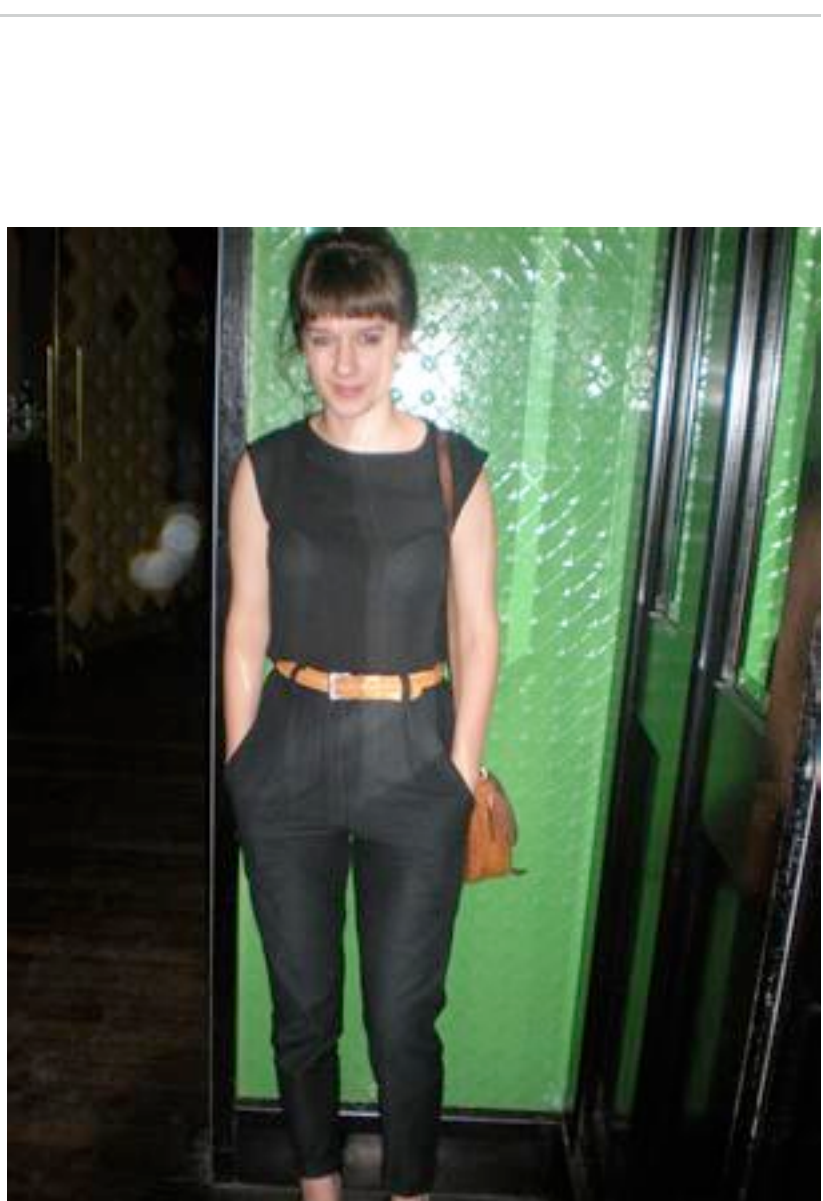
All the team at the L'Oréal Melbourne Fashion Festival would like to share festive cheer and wish you a safe and happy holiday season. We look forward to sharing more exciting news and fashion experiences with you in 2010!

With Christmas only days away and the celebration season upon us, the team at LMFF are putting the final touches on our official Festival program which promises to be the most inspiring and spectacular we have ever created. Stay tuned for updates.



EYE SPY

Where would a fashion obsessed LMFF spy a simultaneous concoction of sweet and sophisticated? THE TOFF IN TOWN of course! This beauty pulls off a sheer black body suit flawlessly. With light brown leather inflections, the whole ensemble simply pops against the green feature wall.



SNIPPETS

Preparations are well underway for LMFF 2010 so keep your eyes peeled for the Toll IPEC Fashion trucks which will be transporting highly sought after designs from around the country to the LMFF Runways. Toll IPEC Fashion's involvement with LMFF is about actively supporting the fashion industry with their expertise, resources and infrastructure.

LMFF is thrilled to announce Guy Grossi as its official Fashion Chef Ambassador. Guy will be involved with fashionable food experiences across LMFF 2010. Like distinguished Melbourne chef Guy Grossi, the L'Oréal Melbourne Fashion Festival embraces style, innovation and creativity to showcase Melbourne's cultural heart. [Read more](#)

Network Ten is proud to announce to be the major free to air TV supporter of LMFF. The channel of choice for viewers under 40 and increasingly those in the 18-49 demographic, TEN supports events that reflect our corporate values and brand positioning. Our 'young and young at heart' audience expects creativity, innovation and for TEN to be on the cutting edge TV; attributes that are also proud to be associated with LMFF. TEN's first activity of involvement is the development of a Community Service Announcement to support LMFF's Official Community Partner *beyondblue*: the national depression initiative, starting The 7pm Project Carrie Bickmore and Charlie Pickering.

Dr Bob Isherwood, speaker from LMFF 2009 The Herald Sun Marketing Breakfast has sent us an update of his latest adventures. Recently he moved to Nashville Tennessee and started a company called i.e. (innovative engagement). He has also been invited to head the IAA/UN Climate Change Project by managing the creative input from five major global networks.

We were thrilled to hear that Dannii Minogue chose two show stopping garments from the Aurelio Costarella summer collection to wear on consecutive nights of the UK X FACTOR semi finals. Both garments are currently available at Aurelio Costarella's flagship store, Post Emporium in Perth and selected boutiques across Australia.

If you haven't started your Christmas shopping look no further than kikki.K – who have Christmas sorted. kikki.K the fashion stationery label and Official Product Partner of LMFF have launched their 2009 Christmas Gift Guide. The guide has been shot on location in Sweden by acclaimed photographer Mikkel Vang and inside you'll find all your kikki.K favourites as well as new season collections and Christmas essentials. Experience kikki.K's entire range in store or at the all new kikki.K [online](#).

THE SKINNY COW team is proud and very excited to be – the Official Ice Cream Partner of the L'Oréal Melbourne Fashion Festival for the second consecutive year. Skinny believes that there are two things in life that every woman should enjoy in abundance and that is fashion and delicious no sugar added, 97% fat free ice cream! THE SKINNY COW range was designed for women who want to feel good about indulging. Be sure to grab free samples of The SKINNY COW at the Festival.