



SWINGTAG

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

14-21
MARCH
2010

THE GET HAPPY ISSUE

LMFF HAPPY HOUR

On November 17, LMFF hosted media at the 2010 LMFF Happy Hour at the [Oxford Art Factory](#); a venue inspired by Andy Warhol's Factory in New York during the 60s.

LMFF's Happy Hour was an event to celebrate our relationship with national media and to provide a sneak preview to the 2010 Festival. The LMFF 2010 Creative was revealed. [Read More](#)



LMFF 2010 AMBASSASORS

We're delighted to announce Miriam and Olivia Nervo as Festival Ambassadors. The multi-talented duo are classically trained musicians, who have worked as professional models and are now songwriters and producer DJ's.

The Melbourne born twins have four American releases due in the next few months and are writing for some of the biggest names in music. [Read more](#)



HAPPY PEOPLE

Festival Director; Karen Webster, Designer & Creative Liaison; Britt Singleton; and Creative & Production Advisor; Yolanda Finch – aka the LMFF Creative Team – hit Sydney to spend some quality time with a large handful of inspiring Australian designers, PR agencies, brand managers, stylists and creative geniuses. [Read More](#)



EYE SPY

Some people are in a style stratosphere that should be intimidating for their level of perfection, but when it's Michelle Jank it's simply inspiring. The LMFF Creative team was thrilled to meet with the multi-talented Ms Jank in Sydney – and just look at her pulling off a full tulle skirt gliding down George Street!



SNIPPETS

We hope you like the new look Swingtag which now links to the newly launched LMFF Blog. Swingtag will still be sent to you monthly but you can keep up to date with all the news behind the scenes at LMFF through our Blog which will be updated regularly. A big thanks goes to [paper stone scissors](#) and [Flint interactive](#) for making our dreams come true. We hope the new technologies put a smile on your face as they have ours.

The ultimate New Years Eve destination Central Pier Docklands will see you "Dancing Until Midnight" with the Eighties ROX!! Pseudo Echo Count 2010 Down. Headline 80's band Pseudo Echo, pioneers of the Eighties electro-pop band in Australia, take you to "Funky Town" this New Years Eve. Tickets strictly limited, so book fast! Tickets via [ticketmaster.com.au](#).

Celebrating the opening of 12 luxury brands and their love for all things luxe, head to Chadstone The Fashion Capital to experience the exclusive exhibition 'Covet', showcasing a dazzling array of luxury items from the world's best (until December 6). Covet has been curated by one of Australia's foremost visual arts identities Ted Snell and features pieces from Chadstone's 12 Luxury Brands; Burberry, Chanel, Coach, Gucci, Hugo Boss, Jimmy Choo, Louis Vuitton, Miu Miu, Omega, Prada, Ralph Lauren, Tiffany & Co.

Sofitel Melbourne On Collins will be entering into its 14th year as a Major Partner of LMFF. Located at the 'Paris end' of Collins Street, Sofitel Melbourne On Collins is a favourite with Melbourne's fashion crowds who have long been innovating to LMFF events at the hotel including the innovative Business Seminars, Marketing Breakfasts and Sofitel's own 'Hot Brides' runway. For more information about Sofitel Melbourne on Collins visit [sofitelmelbourne.com.au](#)

Did you have so much fun at the Spring Racing Carnival that you can't wait for more? Mark your diaries now for the Flemington Festival of Racing commencing on Saturday, March 6. The event provides all the glamour and appeal of the Spring Carnival in a more relaxed atmosphere. In 2010 a feature of the Flemington Festival of Racing will be the Beautiful Girls' Luncheon to be held at Flemington on Wednesday, March 3 featuring a MYER Fashion runway and entertainment in keeping with all the style and elegance not withstanding the fun that Flemington always has to offer.

This year Sanpellegrino celebrates the 10th anniversary of the Café Society Photography Competition. Each year final Year RMIT photography students capture the essence of café society through their lens. This year the brief was to "Portray Fashion in Café Society", which is perfectly fitting leading up to the 2010 LMFF. [Visit LMFF's blog](#) to check out the winners and their work.

Early next month LMFF will be hosting its Partners Celebration where we gather our loyal supporters to celebrate the festive season. The Festival is thrilled that the Hon. Martin Pakula, Minister for Industry and Trade has confirmed his attendance and will speak on behalf of the Victorian State Government on the benefits of partnering with LMFF and supporting Australian design talent. Keep your eyes peeled with some gossip and happy snaps on our Blog.