

L'ORÉAL
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INSPIRATION IS EVERYWHERE SWINGTAG

July 2009

THE FUTURE ISSUE

The L'Oréal Melbourne Fashion Festival (LMFF) loves winter not only for the opportunity to layer up with the latest fashion but it is our time to reflect and innovate. The LMFF team is excitedly planning the 2010 Festival. We already have a few bits of news to reveal about LMFF 2010 including our dates which have been locked in for March 14 – 21. So pencil them into your diaries. Here is some other news for 2010; talk about getting ahead of ourselves!

TRENDS FOR LMFF 2010

Karen Webster, L'Oréal Melbourne Fashion Festival Director was thrilled to join fellow industry peers at the WGSN trend briefing with the inspiring Ruth Marshall-Johnson who had flown out from London to share some insight into future trends in fashion. To give you a sneak preview for what you may wear to the 2010 L'Oréal Melbourne Fashion Festival, Karen interpreted three of the concepts:

Unashamedly Joyous – a trend to delight in, snuggle up in bold coloured knits that provide guilt free fun. An off beat, irreverent interpretation of style that embraces optimism and happiness.

In Australia seek out Fool (pictured) for this look, a visit to the store in Greville Street, Prahran in Melbourne is all part of the fun. Romance Was Born will also give us all a healthy dose of fun.

Future Imperfect – a humble and refined aesthetic. The purity and simplicity of precious ephemeral fashion. Look for fine merino wools layered in neutral tones. Styling may include reinvented pieces that celebrate artisanal make.

You can get this look now from Lui Hon @ Assin (pictured) or check out SIX's gallery space at Von Haus in Melbourne.

Bold and Invincible – Structured fashion armour for the astute style warrior. Layered and engineered pieces with emphasis on shape. Volume elements offset body skimming lines, such as the juxtaposition of moulded shoulders and structured sculptured waistlines.

Rising star of fashion Dion Lee (pictured) captures this look beautifully or for check out Richard Nylon's sculptured accessories.



Pictured top to bottom: Fool, photographer Jane Stockdale; Lui Hon for Von, photographer: Lucas Dawson and Dion Lee, photographer: Lucas Dawson

COMMUNITY PARTNER ANNOUNCED

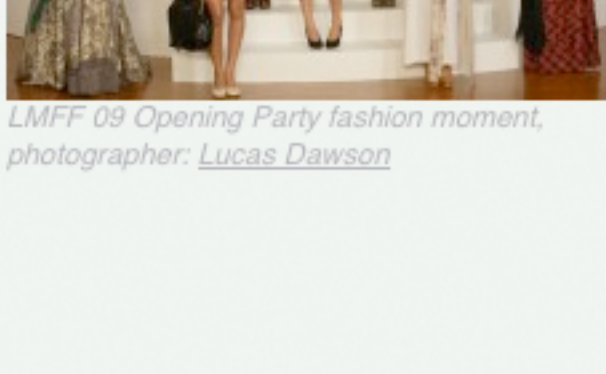
LMFF is thrilled to announce that *beyondblue: the national depression initiative* will again be involved with the Festival as our official Community Partner in 2010. The announcement was made at a morning tea hosted by the Chairman of *beyondblue* The Honorable Jeff Kennett and CEO Leonie Young. The morning tea was hosted to thank LMFF for its support of *beyondblue* during 2009. LMFF Festival Director Karen Webster comments: "We are thrilled to work with *beyondblue* for a second year to build on the foundations laid in 2009 to raise awareness of depression and anxiety in the community, particularly across creative industries."



Pictured: L-R Emily Armet, Sarah Carey, The Honorable Jeff Kennett, Karen Webster and Leonie Young

LMFF 09 SUCCESSES & IMPACT

Every year at LMFF we aim to raise the bar and in 2009 we did just that. We made our 13th Festival bigger and better than ever. The results have come through and we're proud to announce that LMFF 09 hosted over 371,000 attendees; incorporated 118 officially sanctioned events and involved in excess of 300 fashion brands. Most importantly LMFF 09 benefited the Victorian and Australian economies. It is estimated that LMFF contributed a direct benefit to the Victorian economy of \$54.8 million and \$69.9 million to the Australian economy. Victorian Minister for Industry and Trade Martin Pakula has congratulated LMFF for the contribution it makes to Victoria. "The 2009 Festival has achieved outstanding results, reaffirming its position not only as an exceptional major event for Melbourne but also for Australia," he said. We continue to set the bar higher and with plans well underway for the future starting with LMFF 2010 - the skies the limit.



LMFF 09 Opening Party fashion moment, photographer: Lucas Dawson

GIVEAWAY

FASHIONTREND Australia has launched the JULY Issue showcasing the international Spring Summer collections, RFAW and Seoul Fashion Week. The new issue is themed 'Superfuture' and is dedicated to the visual provocateurs that are seamlessly fusing fashion with art. This issue is definitely a collector's item so make sure you grab a copy.

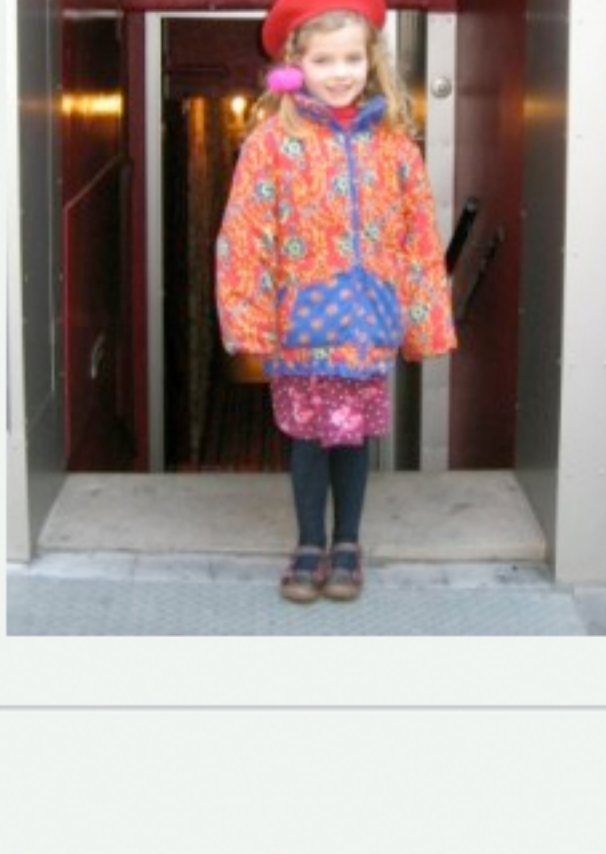


FASHIONTREND Australia is delighted to offer the readers of Swingtag an opportunity to win a complimentary Issue; we have three to give away. For your chance to win one of these coveted copies email fashion@lmff.com.au with a description of your vision for the future of Australian fashion by answering the following question: What do you think will be the key trends for autumn/winter 2010?

New Issue Out Now! PARIS LONDON SS 2009/10. Available at BORDERS, leading book stores and newsagents nationally. www.fashiontrend.com.au

EYE SPY

With fashionable children like this walking the streets the future of fashion is in some very capable hands. We found this adorable young girl (accompanied by her mum) strolling down Flinders Lane looking chic in a French inspired ensemble. Together they were hot on the trail for a new pair shoes; boots to be precise. She looked delightfully cool, calm and collected in the process.



If you haven't already become a friend of LMFF on Facebook do so. As a fan you can check out the archives of EYE SPYs.

We'd also welcome your input; so send us your favourite examples of street stylin' to fashion@lmff.com.au and maybe they'll appear in the next issue of Swingtag or on our Facebook page.

SNIPPETS

Sportsgirl's brand new website is live! It's fresh, new, fun and interactive with their new online community 'Speak Up' where you are encouraged to... you guessed it - speak up and have your say! The theme is continued in store, the Bourke St Mall store has a wall dedicated to post-it notes full of shoppers thoughts plastered over it. Visit sportsgirl.com.au

For those of you on Twitter don't forget to follow LMFF (twitter.com/lmff) where you can keep up to date with the happenings of the LMFF team and progress of LMFF between Swingtag editions

Whispers from our fabulous LMFF 09 international guest J Alexander (aka Miss J) revealed that he is on the verge of completing his tell all book. Now that he's just finished filming the 13th cycle of America's Next Top Model he's got time to meet the deadline of a November 11 release date. Can't wait to read it.

Probably the most anticipated post of the year (for fashion devotees) is Coco Avant Chanel. The biopic of legendary designer Gabrielle 'Coco' Chanel. Starring Audrey Tautou and an amazing wardrobe of costumes, created by Catherine Leterrier. "The relationship with the House of Chanel was excellent," Leterrier told VOGUE.COM of the filming. "I was completely free designing exactly what I wanted for our film which takes place before Chanel created her 'maison de couture'."

L'Oréal Professionnel has just signed on to sponsor this year's Perth Fashion Festival (September 4 – 10). The International brand is now the official hair partner for the festival, which is in its 11th year. Melbourne-based L'Oréal Professionnel Hair Director Mark Thompson said the Perth fashion scene was "buzzing" and represented a good opportunity for the company.

Melbourne Spring Fashion Week (MSFW) is the home of all things fashion this Spring. MSFW 2009 will host over 100 free and ticketed public events that celebrate the arrival of the Spring/Summer 09/10 fashion season. This is a great fashion event, featuring all the hottest designers, labels, styles and retailers in and around Melbourne. Visit msfw.com.au

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