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# SWINGTAG

The Hot Property Issue - May 2009

## CELEBRATING THE NEXT GENERATION OF FASHION BRILLIANCE

LMFF was delighted to give a real voice to the next generation of Australian fashion through Metamorphosis, a showcase of RMIT fashion student collections. Metamorphosis represented the transformation of Australian student talent into fully fledged designers. In 2009 LMFF adopted a theme that celebrated innovation and freshness; the student showcase, in its inaugural year was a perfect fit.

LMFF caught up with two of the participating designers to hear about the wonderful and inspiring careers they were establishing post the event.

Harmony Lam shared with Swingtag how she felt about Metamorphosis. "It was an amazing and fun experience. It was really nice to share my collection with a broad audience – with others outside of my family, friends and University. I see the experience as a rite of passage which is leading me to the next step of saving money to head to Japan or Belgium by the end of the year to gain an internship. The feedback that I received about my collection was extremely humbling. I have had people from all over Australia contact me in interest of the collection and enquire to buy and about my other work over the years."

Likewise, Sarah MacDonnell is now looking toward securing an internship and feels that LMFF has projected her career in this direction. "To be given the opportunity of such a professional show was something that we would not have been able to achieve without the help of LMFF. All aspects of the show were extremely well organised and it was great to work with professional like minded people who were really committed to and believed in the quality of work of graduate students and helping introduce us to the industry.

After participating in the show it has been a benefit when speaking with labels regarding internships and work - designers recognise my work from the show so it has been a leg up to have on other graduates. I have also been approached by some stylists and fashion writers who have seen photographs from the show and want to interview me or use my work in their magazine which is a good way to get my stuff out there again. So my plans for the future are to head up to Sydney for the Fashion Palette Excellence Awards where I have been chosen as a finalist. Then I'm off to New York where I have some interviews with labels over there."



Images: LMFF 09 Metamorphosis, above Harmony Lam collection and below Sarah MacDonnell. Photographer - <http://www.lucasdawson.com.au/>

## SUPPORTING AUSTRALIAN DESIGNERS IN THE GLOBAL MARKET

LMFF was absolutely thrilled with the opportunity to host renowned expatriates Yasmin Sewell, Creative Consultant to Liberty in London and Pippa Holt, Fashion Features Editor, VOGUE UK alongside Melbourne's own internationally acclaimed designer Megan Park, as key speakers at the first LMFF Designer Forum supported by Fashiontrend.

The new initiative was developed to directly support growth of in Australian fashion industry and provide participating designers with an informed platform into global markets, through the expert advice and personal and intimate dialogue. Not only did they address the key steps to getting noticed within a competitive market they also took the opportunity to engage with local design talent.

On returning home both have continued to fly the flag for Australian design on the international market which is testament to the amazing world class talent developing on our shores.

Pippa comments "I will continue to use young Australian designers [in the pages of VOGUE] and hope that the talk gave them more confidence to break the UK/international market and break the Australian barrier down. It's nice for them to know I support them from a far and am always here to offer advice."

Yasmin echoes these sentiments and acknowledges the growth of Australian talent, sending a note stating, "I got to see a lot of young designers and I think there are some that I'll be pushing over in the UK when I return."

LMFF continues to watch with great anticipation the continued awareness of Australian design talent in international markets.



Pictured (L\_R): LMFF Board Member Jacquie Naylor, Pippa Holt & Yasmin Sewell at the LMFF 09 Designer Award. Photographer - Carla Gottgens

## DIRECTOR'S SEAT

On the frontline, LMFF Festival Director at Rosemount Australian Fashion Week (RAFW)

After the whirlwind extravaganza of this year's L'Oréal Melbourne Fashion Festival it was such a thrill to attend RAFW where I could sit back, relax and savour the talent of fabulous local designers (while the hard working teams ran around making it come together).

I arrived in Sydney on the Monday morning of Fashion Week where the city was abuzz with acclaim for the latest Friedrich Gray collection created by the exceptionally talented Ben Pollitt who has evolved since his 2008 LMFF Designer Award win to be an Australian fashion tour de force.

Daily highlights included:

Monday:

- Ginger & Smart where dresses flowed and dynamic vibrant prints energised the collection

Tuesday:

- Dion Lee has justifiably earned the crown of the 'one to watch' with superbly engineered cuts, experimental fabrications and exquisite attention to detail

Wednesday:

- Dhini has proven herself as an ingenious designer (she no longer can be called the new kid on the block as she seems to be constantly tagged) and evolved to blend great design concepts into aspirational pieces
- Jayson Brunsdon brought tears to the eyes of all fashion devotees as he presented a refined and elegant collection that captured the essence of his aesthetic. He truly is a design hero.

Thursday:

- The WOW moment of the week was the exhilarating and awe inspiring collection and performance based show by the dynamic duo Romance Was Born. The world needs these uplifting creations to keep us all a lot happier amongst the news of economic gloom. Long Live Romance Was Born
- Gary Bigeni crafts the most sought after pieces in fashion, with exquisitely draped pure wool creations that come alive on the body. Melding modern urban style with absolute comfort, how can we not love them!
- My final show before I flew back to Melbourne was the brilliant Juli Grbac, proving her extraordinary talent with an extended collection from what we enjoyed at L'Oréal Melbourne Fashion Festival. Creations for a modern goddess – superb!

My hot pick trends for what we will be wearing next summer:

- Crisp shirts (sleeves rolled up) with structured shorts – man-style but worn with luscious legs and killer heels.
- Dresses that float, cut from the shoulders and often asymmetrical hemlines
- The slouch trouser best in soft jerseys, worn casual or with the tuxedo style boyfriend jacket
- The elegant gown – look forward to dressing up for special nights



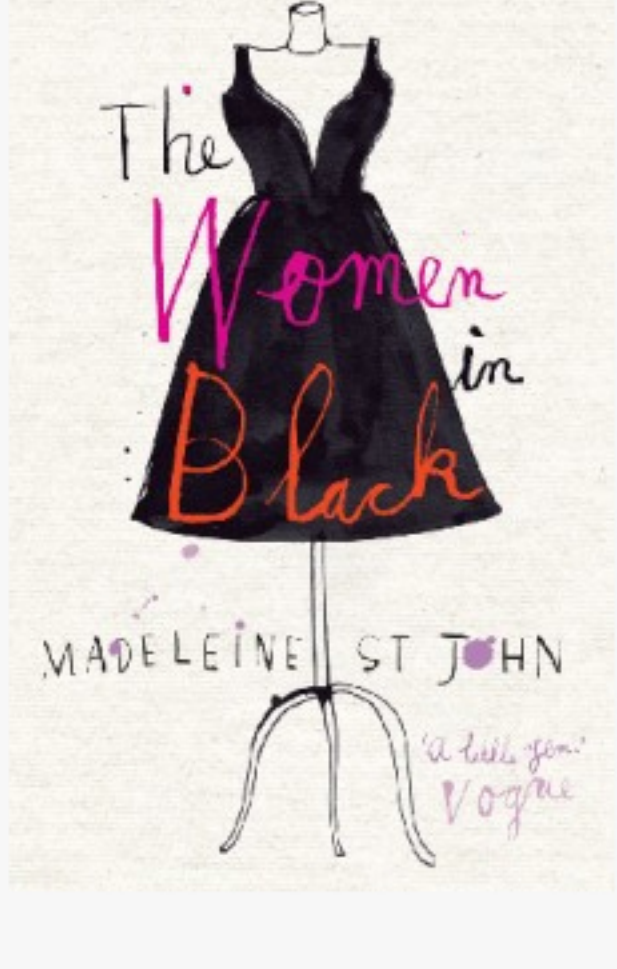
Pictured: Designer Luke Sale from Romance Was Born and LMFF Festival Director, Karen Webster. Photographer - Carla Gottgens

## GIVEAWAY

In an LMFF exclusive Text Publishing are offering Swingtag readers the chance to win one of ten copies of the newly released book *The Women In Black*. This delightful, heart-warming comedy of manners set in a Sydney department store in the 1950s is a fairytale that illuminates the extraordinariness of ordinary lives. Fans of books such as *The Devil Wears Prada* and the *Shopaholic* series have been waiting for another good read and here it is.

To enter send your name, postal address and answer to the following question to [fashion@lmff.com.au](mailto:fashion@lmff.com.au) by June 12.

Question: What is the best experience that you have had with retail staff?



## EYE SPY

Window shopping in one of LMFF's favourite haunts, Alpha60 in Flinders Lane, this stylish gentleman is hooded in the right direction with this modern take on the duffle coat.



## SNIPPETS

The National Gallery of Victoria continues to illuminate life by collecting, conserving and presenting great art. The next exhibition to capture our imagination as part of the Melbourne Winter Masterpieces will be Salvador Dalí: Liquid Miracles (June 13 - October 4). The exhibition is the first comprehensive retrospective of the work of Salvador Dalí ever to be staged in Australia. The exhibition is drawn from the holdings of the two largest collections of Dalí in the world: - the Fundació Gala-Salvador Dalí in Figueres, Spain; and the Salvador Dalí Museum in St Petersburg, Florida, USA. For exhibition details visit [ngv.vic.gov.au](http://ngv.vic.gov.au)

Following her role in the GRAZIA fashion moment for L'Oréal Paris Runway 1, Lyndsey Rodrigues has been appointed the face of ACP Magazine's 30 Days of Health & Wellbeing. The initiative follows the phenomenal success of 30 Days of Fashion & Beauty in 2007 & 2008

To gain access to the LMFF Designer Award presented by Woolmark and supported by VOGUE Australia, check out the access all areas video thanks to Vogue TV at <http://promotions.vogue.com.au/ideo/>

Have you checked out the German fashion blog [Les Mads](http://www.lesmads.com)? From changing rooms, to home or fashion weeks - there are constant updates. LMFF met with Jessie and Julia while they were in Melbourne early this month. The English edition of Les Mads was launched in February 2009. Check it out [lesmads.com](http://www.lesmads.com)

The LMFF 09 Official Fashion Photographer Lucas Dawson has been given the task of shooting the behind the scenes of The Sartorialist, Scott Schulman's work on the upcoming Saba advertising campaign. The labels cured Scott who was in the country as part of a marketing drive by Tourism Australia. His most recent commercial venture was an advertising campaign for DKNY jeans

LMFF sends heartfelt wishes to Angie Rehe (a brilliant Melbourne based fashion designer and illustrator) who sadly lost three family members in a horrific car accident in early May. Cindy and Ben Peters are leading the charge to organise a benefit gig for Angie. It will take place between 12pm and 5.30pm on Sunday June 14 at the St Kilda Bowling Club. Ben will play for free with his most excellent band BENNY AND THE FLY BY NITERS ([www.myspace.com/bennyandtheflybyniters56](http://www.myspace.com/bennyandtheflybyniters56)) and other bands are being confirmed. Entry \$15 and children welcome.