

L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL

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SWING TAG

The International Issue - June 2009

### FASHION BLOGGERS

The team at LMFF love to travel and explore cultural and fashion experiences of other countries. When we can't be there ourselves LMFF keeps up with trends via our favourite sites. The growing trend of fashion bloggers was witnessed at LMFF 2009 and most recently at RAFW. We love that fashion bloggers bring style to the people through dedicated coverage of fashion either from runways, retail updates, celebrity critique or observations of street style. Fashion bloggers cover all types of fashion from high end to accessible. These days, to have your finger on the fashion pulse, you can tap into all mediums of fashion observation and critique including blogs. What's so exciting is that it's so easy to access. It is so thrilling to sip on one's morning cuppa and get the fashion updates from Berlin, London, New York or Sweden. On many occasions LMFF has been honoured to meet the vision behind these spying blogs, more often than not they are everyday people who are just as inspired by what they shoot as you are. Here are the fashion blogs marked in our Explorer Favourites:

**Stil in Berlin** - StilinBerlin explores the style of Berlin as described in their site. "We try to document the urban, cosmopolitan and multicultural spirit of the city, we live in. Fashion can describe what a city is, so we take photos of outfits that stand out and capture that spirit within them. We hope you enjoy the Berlin style as much as we do."

**The Sartorialist** - Selected as one of Time Magazine's Top 100 Design Influences. Recently in Australia snapping Melbourne and Sydney style and shooting the next Saba advertising campaign. The man behind the lens is Scott Schulman who started The Sartorialist simply to share photos of people that he saw on the streets of New York that he felt looked great.

**Facehunter** - a man out and about in London and beyond: eye candy for the style hungry.

**Lesmads** - The German fashion blog Les Mads was founded in 2007 and informs daily about fashion, models, trends, lifestyle, music and photography. The girls type from early in the morning till late at night to offer their readers a big variety of fashion news and personal info. From changing rooms, from home or from fashion weeks - there are constant updates.

**Garance Dore** - "I wanted to do something more free, more spontaneous (than my work as an illustrator). I started publishing a few drawings and then I began adding little texts.

I discovered that it was a pleasure to write little snapshots of my life. If I mostly talk about fashion, it is because it's been one of my passions ever since I was a kid ...



*Pictured: Garance Dore & Scott Schulman at Tourism Australia dinner who hosted the fashion bloggers in Australia and the LMFF team were thrilled to catch up with them. Image Credit: SDP Photo*

Recently I added some streetstyle pictures on my blog. I shoot them in the street or around the shows during the fashion weeks. It is a way for me to further express what I like in fashion."

**Jak & Jill** - short and sharp comments that resonate with the reader in a quirky font that reminds us of a typewriter. Jak & Jill describe themselves as "a work in progress." Here at Jak & Jill, everyday is fashion week."

### G'DAY UK

The L'Oréal Melbourne Fashion Festival has proudly collaborated with the State Government of Victoria as part of the upcoming inaugural G'Day UK promotion in London to present leading innovative Victorian fashion designers to a high profile and select London audience. G'Day UK provides an opportunity to profile Victoria's key areas of business and innovation that distinguish it from other States in Australia. This includes a strong focus on Melbourne as a creative hub, a food mecca and an exciting tourism destination reinforced by its strong focus on fashion, food and wine, and lifestyle.

The Victorian State Government event aligned to G'Day UK was held on Saturday June 27, 2009 at the über chic venue 33 Portland Place. This event formed a premium evening during Australia Week in London, (June 24-30). The evening included a dinner with entertainment showcasing the best in Victorian food, wine, fashion and lifestyle. Guests included high profile stakeholders and contacts including previous LMFF Business Seminar speakers such as Margareta van den Bosch, Juliet Warkentin and Marion Hume.

Under the creative direction of Festival Director, Karen Webster LMFF selected and curated six outfits to highlight fashion design excellence in a quality fashion exhibition. Designers invited to participate included Toni Maticovski, Gwendolynne (with accessories by milliner Richard Nylon), MaterialByProduct, Fool, SIX and Dhini.



*G'Day UK. Photographer - Jane Stockdale*

### MELBOURNE INTERNATIONAL FILM FESTIVAL

World cinema is alive and well, so the colder weather is the perfect reason to head to the warmth of a cinema to experience the enriching world of the Melbourne International Film Festival (MIFF). MIFF's documentary spotlight presents the best of the year's documentaries.

One of the highlights LMFF is holding our breath to see is The September Issue which takes audiences inside the creative and editorial process in the lead up to the September issue of Vogue and introduces the much feared Editor-In-Chief Anna Wintour (pictured).



The full MIFF program and guests will be announced on July 6. MIFF is hosted from July 24 - August 9, 2009, for more details and ticket sales see [melbournefilmfestival.com.au](http://melbournefilmfestival.com.au)

### EYE SPY

Woollen Beanies aren't just for the grandma's who know how to knit them! They are now the biggest fashion accessory and everyone needs a hat for winter as their statement piece! Loving the oversize woollen beanie matched with a neck scarf makes this street styler one to run after.



### SNIPPETS

Emma Watson looks a far cry from the young Harry Potter heroine Hermione Granger in her latest incarnation as the "face" of British fashion label Burberry

Aboriginal artist Gloria Petyarre has secured the latest commission from Hermes. A leaf design based on her painting 'Bush Medicine Leaf Dreaming' was snapped up by the prestigious brand for its spring/summer 2009 scarf collection. The piece will form part of a broader collection around the theme *Invitation to Travel*

High street chain Mango has signed Scarlett Johansson to follow in the footsteps of models Milla Jovovich, Lizzy Jagger, Naomi Campbell, Eva Herzigova and Claudia Schiffer, to front the retailer's latest campaign

D&G debuts e-commerce site. Designer fashion label D&G launched its first online boutique on June 23

Jeans retailer THAT Store has opened its newest shop in Melbourne Central. The outlet offers shelves full of the best denim brands around the world, including Acne, Bassike, Paige and Superfine. The store opening marks the fifth for the chain, which also has outlets in Doncaster and Prahran in Melbourne and Chatswood and Paddington in Sydney. Visit the new store at: GD60 Melbourne Central 211 Latrobe St, Melbourne or call (03) 9639 1939

LMFF 09 Media Partner Shop Til You Drop launches its next brand extension Shop Girl! on the 2nd of September and will be targeting mothers with children aged 7-14 years

LMFF sends three cheers to the divine Gemma Crisp, Editor of ACP magazine DOLLY. The magazine has published an airbrush-free issue. The majority of the June issue featured pictures of celebrities and models on the editorial pages that have not been airbrushed or retouched. The only pictures to be airbrushed were those already altered before being provided to DOLLY. The issue is part of their "Heart Your Body" campaign launch, designed to "encourage teenage girls to realise no one is perfect and to celebrate their bodies, regardless of shape and size." Due to the overwhelmingly positive response, DOLLY will continue to feature airbrush-free zones in their future issues

LMFF recently attended the launch of the youth *beyondblue* campaign which encourages Australian youth to Look (for signs of depression), Listen (to your friends' experiences), Talk (about what's going on) and Seek Help (together). Visit [www.youthbeyondblue.com](http://www.youthbeyondblue.com) for further information and to see the powerful National Advertising Campaign themed 'Finding a way back' to reach our youth and educate them about this important issue

Government grants available to help protect your brand overseas! Australian exporters who have spent funds seeking or developing an export market can recover costs under a new government grant. Recoverable costs include fees incurred for granting, registering or extending intellectual property rights under foreign laws, including legal fees, as well as the cost of obtaining insurance to protect existing IP rights. For more info contact Lisa Egan, Middletons, [lisa.egan@middletons.com](mailto:lisa.egan@middletons.com)

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