

L'ORÉAL
MELBOURNE
FASHION
FESTIVAL

INSPIRATION IS
EVERYWHERE
SWINGING

October 2009

NEW YORK REPORT

LMFF's General Manager - Business Development and Partnerships, Sarah Carey, made a quick getaway to New York to investigate potential international VIP guests for LMFF 2010.

Sarah used the flight home to recount some insider secrets from her trip:

1. The Etihad Airways Business Class Lounge in Abu Dhabi with the Six Senses spa treatment and outstanding service, now this is travelling in style.
2. New York is a city that thrives on fashion and does not discriminate in accessibility. Every window drags you in and every designer is at your fingertips.
3. Instore fall/winter styles are full of rich colours and jewel encrusted designs (everything is wild!) and most styles scream luxury yet affordable.
4. Consider yourself informed - If you are throwing a party in NYC the 'China, China' is the place to be. An old Chinese banquet hall situated in China Town.
5. Food in NY is brilliant. You can enjoy a "slice" (pizza) and a hot dog curbside, but if you are looking for something fine and exciting - check out WD-50 in Soho. Also worth perusing are the outstanding flavours of the chef Morimoto's menu (of Iron Chef America fame) at his restaurant located right below the Chelsea market.

Final words - you cannot go past the offer and service at Bloomingdales. I just love the constant "visitors pass" discount and gifts with purchase. God Bless America!



Pictured: Above, Donna Karen, Saks Fifth Avenue and below Diane von Furstenberg, Chelsea

CREATIVE SHOOT BEHIND THE SCENES SNEAK PEAK

What do you get when you bring a crew of exceptionally talented innovative masterminds together with a brief to create happiness?

A bold, engaging and jubilant campaign!

The L'Oréal Melbourne Fashion Festival is renowned for innovative campaigns led by the creative director of brand design geniuses: paper stone scissors in collaboration with Festival Director Karen Webster.

The LMFF creative for 2010 adopts the boldness of black and white photography by the talented Melbourne born, globally recognised Steven Chee. Stunning models Katya and Tina pop with enthusiasm, delighting the viewer and engaging with their infectious smiles.

The faces are enhanced by the creative genius of L'Oréal Paris Makeup Director Rae Morris who flew in direct from Paris Fashion Week to join the shoot. The imagery was complete due to the exceptional talent of LMFF's own Creative and Designer Liaison, Brittany Singleton, styling some of the best fashion available in Australia.

While we can give you a sneak peak of the behind the scene shoot we can't reveal the imagery that will be splashed all over town (until next issue) but we can give you a hint of the theme for LMFF 2010. Don't forget to smile!



Pictured: L'Oréal Paris Makeup Director Rae Morris with model Katya

INSIDER TIPS ON SPRING RACING FASHION

LMFF has been making its way around the courses all racing events through October and into November to celebrate the Spring Racing Carnival. LMFF Director Karen Webster and Designer and Creative Liaison Brittany Singleton have been judging the Fashions on the Field at various racing events including the Chadstone Fashion Stakes and Caulfield Classic Style Award at The Age Caulfield Guineas Day, Melbourne's GPO Fashions On the Field at the Cox Plate and the Design Award on Cup Day at the MYER Fashions on the Field. We've asked Karen and Brittany to study the form guide and share some of their industry tips on fashionable trackside trends for 2009:

- **Bigger is not always better**
When it comes to head-wear at the Spring Racing Carnival remember that bigger is not always better. It's not polite to wear a hat that runs the risk of poking out the eye of another racegoer. Is your hat wider than your shoulders? Wear with care!
- **Colour**
Embrace colour in your race day outfit, it is spring after all! Warm tones like bold pinks and oranges will be making a comeback this year after a few years of neutral-palette popularity.
- **Skirt length**
As the weather gets warmer, skirts tend to get shorter. Keep in mind proper racewear etiquette when it comes to skirt length, a racecourse is no place for an accidental knicker-flash!
- **Accessories**
Don't just wear a frock to the races. create an overall look and incorporate some of the season's hottest accessory trends into your very own 'Fashion on the Field'. A divine earring, chunky bangle or patent purse can make all the difference and lift an outfit into a truly memorable fashion moment.
- **Shoes**
When it comes to footwear, balance comfort with style. Strappy sandals will look lovely first thing in the morning, but after six hours of standing, your toes will thank you for wearing chic, comfortable pumps or wedges.
- **Be Bold!**
Dress in a way that makes you feel comfortable and happy and embrace the racing season by taking a sartorial risk. Think outside the square and try something fresh and new to stand out in the crowd.
- **Weather**
Have a cool weather alternative to your races outfit so that you don't get caught out in the cold.

GIVEAWAY

LMFF media partner, FASHIONTREND Australia has just launched the October issue showcasing the International Fall/Winter collections and Melbourne Spring Fashion Week. The new issue titled 'Paradise' is dedicated to fashion's sun-drenched horizon and we have 3 issues to give away. To enter be one of the first three to email us at fashion@lmff.com.au with a 25 word description of your ultimate paradise inspired outfit.

New Issue Out Now! MILAN NEW YORK FW 2009/10. Available at BORDERS, MAG NATION, leading book stores and newsagents nationally. www.fashiontrend.com.au



EYE SPY

We spied milliner Richard Nylon at the Melbourne's GPO Fashions On the Field at the Cox Plate. Richard was looking suitably dapper for the occasion.



SNIPPETS

L'Oréal Paris has offered a helping hand for those of you eager to update your make-up look with four fabulous new looks perfect for spring. Visit the 'What's On' page of www.lorealparis.com.au to gain backstage access to L'Oréal Paris Make-up Director Rae Morris at their Spring Racing Carnival shoot, where she creates this season's hottest looks. Watch the videos online to find out Rae's professional tips to create your own spring look for any occasion.

Congratulations to April Rose Pengilly, the 2009 LMFF Ambassador, who did an amazing job of reporting for FashionTV at London Fashion Week.

LMFF can't wait for our next trip to Sydney to check out the Inco store. The outfit has secured the enviable first Australian partnership with UK fashion giant Topshop.

The revamped LMFF website will be launching next month. We'll be bringing you more of what you want including galleries, runway footage, designer profiles and special offers.

On November 17 at our Sydney Media Launch (at the [Oxford Art Factory](#)) the LMFF 2010 creative will be revealed - keep your eyes peeled for the bright, fun and infectious results.

Design Victoria has launched [Transform Your Design Business](#) an online guide that equips Victorian designers with the know-how to successfully navigate the grants space and write strong grant applications. It aims to support designers to take full advantage of grants and assistance available to them, to help fund new design initiatives for local and international markets and kick-start growth and success.

Finally a welcome to some new faces to the LMFF team building on the strength of the LMFF staff - Yolanda Finch has been appointed Creative and Production Advisor, Anna Riordan comes on board as the Partnership Executive and Julia Mihai as intern, supporting the Marketing and Communications team. The 2010 LMFF team is almost at full capacity!

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