

SWING TAG

THE
SUMMER
ISSUE

ABOUT LMFF FESTIVAL INFO GALLERY PARTNERS DESIGNERS MEDIA

Summer is in full swing (although sometimes the weather would have us thinking otherwise) and so are all the amazing Festivals and outdoor activities to enjoy. Check out our five festival Fashion essentials in this issue as well as updates on what's happening around town. Along with this we reveal some exciting program highlights and an exclusive pre-sale offer to 'Fashion Full Stop' for all our Swingtag subscribers so you can get in before everyone else!

EXCLUSIVE PRE-SALE FOR SWINGTAG SUBSCRIBERS ON TODAY!

Be the first to buy tickets to our new opening party, FASHION FULL STOP; DECADES OF AUSTRALIAN FASHION & MUSIC, presented by David Jones & L'Oréal Paris. The show will feature an amazing line up of designer and music talent from the 1960s to today. We're giving you the chance to join us for all of the fashion and the fun with the first chance to buy an exclusive premium seat before everyone else! Visit Ticketmaster and enter 'LOVELMFF' for your pre-sale offer! [BUY TICKETS NOW.](#)

Pictured: Guy Sebastian - just one of the amazing artists performing at Fashion Full Stop March 14!



UP AND COMING DESIGNERS PREPARE FOR THEIR TIME TO SHINE

To celebrate their achievement as finalists in the LMFF National Graduate Showcase presented by Sportsgirl, a group of emerging designers from various Australian fashion colleges were brought together for an intimate brunch last week. The event will give up and coming talent the once-in-a-lifetime chance to dazzle the industry on the same runway as top designers, score a mentorship from Sportsgirl and kick-start amazing careers on the national stage! [READ MORE.](#)

Pictured: RMIT graduate Genevieve Kulesza's design (pictured), inspired by deep-sea creatures.



FASHION FULL STOP PHOTO COMPETITION WINNER!

To celebrate our new launch event, LMFF FASHION FULL STOP we asked you to re-live the moments in fashion that shaped your style today. Congratulations to Josie Mitz, the winner of our FASHION FULL STOP PHOTO COMPETITION with the [Herald Sun](#). This amazing photo has won Josie a LMFF Passport for her and a friend to attend LMFF events throughout the week and more amazing prizes! Check out all the entries on our [FACEBOOK PAGE](#) – we promise they will make you smile!

Pictured: Winner Josie Mitz from Craigieburn, VIC "The pant suit was considered a bit outrageous in 1982!"



FULL DESIGNER RUNWAY LISTING TO BE ANNOUNCED TOMORROW!

The official LMFF program launches this Wednesday February 9 at Government House. We will reveal all designer listings for the L'Oréal Paris Runways, Sidewalk and full details of our new and exciting program (we think it's going to be the best LMFF yet!)

Ensure you are up to date by joining our community on Facebook or Twitter!

[Facebook LMFF](#) | [Follow LMFF on Twitter](#)

Pictured: Romance was Born at LMFF 2010



IN 1930, ADRIAN QUIST LOST HIS SHOES AND DISCOVERED A CLASSIC

America, 1939. The Davis Cup. Australian tennis champion Adrian Quist forgets his shoes, but makes do with a pair of boat shoes. He wins the cup and inspired, takes the shoes back to his job at the Dunlop Rubber factory. He sets about creating a custom built tennis shoe, with the unique grip of the boat shoe's herringbone sole.



The Volley is born! Worn on and off court for generations, its original comfort has never been forgotten. And in March 2011, the Volley range will be reset to its former glory at LMFF on the feet of our Volunteers! VISIT VOLLEY!

Pictured: Volley, Antique White Mens.

SUMMER MEANS MUSIC

Big Day Out, Laneway, Good Vibrations, Future, Blues and Roots now is the time for live music! Whatever you are going to, take inspiration from some of our best Australian designers and dress to impress! Check out some of our hot Festival picks and tips on the [LMFF BLOG](#).

Pictured: Good Vibrations 2010



SNIPPETS

FASHION LAW FOR YOUR BUSINESS

Learn how the recent changes to the Australian competition and consumer laws may affect your business. The changes are extremely relevant to the fashion industry. Middletons will host the Fashion Law Breakfast on Wednesday 16 March to assist you with understanding and complying with the new laws. At this event, lawyers from Middleton's will discuss recent changes and how they affect fashion businesses in Australia. [READ MORE.](#)

FLORENCE AND THE MACHINE ON GOSSIP GIRL

Joining an illustrious list, Florence and The Machine make a brief cameo in next week's episode of Gossip Girl. In the teaser we get about ten seconds of harp plucking and graceful warbling before Blair and Nate ruin the mood with an urgent "gift bag crisis". [WATCH IT.](#)

FREE MUSIC IN QV SQUARE

QV Square Melbourne will be buzzing with the cool sounds of incredible Australian live music acts every Friday, Saturday and Sunday throughout February 2011 as part of the QV Summer Concert Series. Jump on a bean bag and chill out on the grass or enjoy a drink and bite to eat at one of QV's many bars, restaurants and cafes as you enjoy a series of great free performances. Don't forget to also indulge in a spot of retail therapy at the Australian and international designer stores and retailers located across the QV precinct. [SEE MORE.](#)

PERONI THE SOPHISTICATED DROP

Peroni, a brand associated with sophistication and style is a proud supporter of Australian fashion and we are excited to announce they are on board as a partner for LMFF 2011! Last year saw the premium Italian beer company collaborate with Harper's Bazaar and Men's Style for the second annual Peroni Young Designer Awards, encouraging the country's emerging fashion and design talent to create a piece incorporating Peroni's signature blue ribbon and the brand's values of craftsmanship, style and attention to detail. This year Peroni will co present LMFF's Menswear Runway – new to the Festival in 2011! [VISIT PERONI.](#)

GRAZIA LAUNCHES SHOPPING AWARD

Grazia magazine has announced the launch of the Grazia Shopping Awards. Readers will be able to nominate their favourite shops across 11 categories, and then vote for the finalists online. Winning shops will be able to use the Grazia Shopping Awards logo on their promotional material and will receive magazine and online advertising as well as point-of-sale material. Finalists will be announced in the March 14 issue and the winners on May 16.

THANK YOU TAXI DINING ROOM

Taxi Dining Room overlooks Melbourne's Federation Square and offers 180 degree views of the Yarra River, the river room and terrace are a perfect space for any special event! LMFF would love to thank Taxi for hosting a beautiful brunch for the National Graduate Showcase finalists! [VISIT TAXI.](#)

BLOG LOVING: HANELLI

We love a good blog, and Hanelli is one of our favs. Check out this model / writer's and see for yourself! [VISIT BLOG.](#)