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# SWING TAG

## THE TWO WEEKS TO GO ISSUE

**ABOUT LMFF FESTIVAL INFO GALLERY PARTNERS DESIGNERS MEDIA**

*The countdown is on with only two weeks to go until we launch the 2011 Festival! As you may have heard, we are starting the Festival with a huge public Opening Runway Fashion Full Stop!! We welcome you all to come with your friends & family and enjoy this hour long production celebrating Australian fashion & music through the decades. This is just the start of an amazing week so check out our [Festival Planner](#) online to ensure you get tickets to your favourite show when LMFF takes over the city!*

### **CALLING ALL UP AND COMING FASHION PHOTO BLOGGERS!**

We are excited to launch a new competition that gives aspiring fashion photo bloggers a chance to get their foot in the door and take pictures at our Opening Runway event, Fashion Full Stop on March 14! You could win media access to our opening runway to capture the best moments on and off stage at this show spectacular. Three winners will have their shots featured on the LMFF blog and score a spot at Nikon School's Editorial Fashion Photography course to sharpen up those skills!! [READ MORE.](#)

*Pictured: You could be shooting backstage in 2011 and have your pictures on the LMFF blog!*



### **ULTRA COOL, INDEPENDENTLY SPIRITED, OFFSITE RUNWAY!**

On Saturday March 19 independently spirited fashion labels showcase their collections in the new LMFF Offsite Runway supported by Yen. Two runway shows will feature designers including Alexi Freeman, Jolet, Leonard Street, above, Extinct, Trimapee and more! In collaboration with the annual 'Penthouse Mouse' event, come together to celebrate the closing night of the Festival at the Penthouse Mouse Bar; open before and after LMFF Offsite Runways. [READ MORE.](#)

*Pictured: House of Baulch on the LMFF runway in 2010. Don't miss tickets to this year's Offsite Runway!*



### **DANCERS VIE FOR A COVETED PLACE IN LMFF'S OPENING RUNWAY SHOW**

Dancers descended upon Ministry of Dance in North Melbourne vying for a spot in our Opening Runway show Fashion Full Stop on March 14. Antony Ginandjar and Ashley Evans, the Squared Division's Creative Directors and choreographers were there to hand pick the best dancers to perform in the show which will be the biggest and most exciting public opening event ever staged for the Festival. Check out our new look blog for more images! [VISIT BLOG.](#)

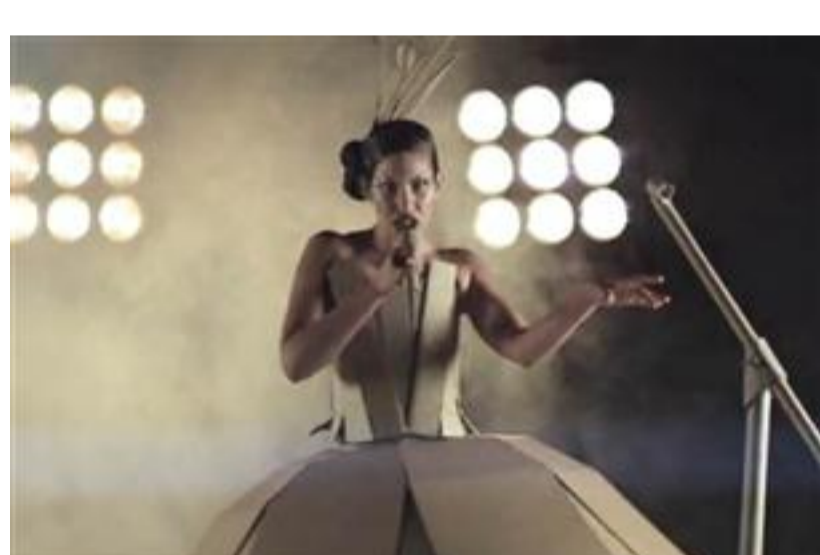
*Pictured: Dancers compete for a spot in LMFF's opening runway show on March 14.*



### **METALS BRING THEIR ELECTRO DANCE POP TO FASHION FULL STOP!**

A robot android in search of the perfect beat + hip-hop diva venting on the mic. This is Metals. Metals. Like their name, on its sleek, gleaming surface the music of this Australian duo has an air of the cold and clinical about it thanks to the android beats of producer Digital Primate (aka Melbourne-based Christopher Coe). Inject with some soul from singer Candice Butler however, and you have the perfect symbiosis of man and machine; chrome sounds covered in lipstick kisses. See them at our Opening Runway Fashion Full Stop on March 14. [WATCH IT.](#)

*Pictured: Metals new video 'Drop your guard'*



### **LMFF TRUNK SHOWS FOR AN INTIMATE RUNWAY EXPERIENCE**

The City of Stonnington, home to some of Melbourne's most fashionable addresses proudly presents the LMFF Trunk Show series - intimate, salon style presentations of Australian designers within the precinct. Jack London, Mimco and a series of womenswear and bridal designers will showcase collections in an atmosphere of exclusivity and style in distinctive venues. [READ MORE.](#)

*Pictured: Mimco's latest campaign. See more Mimco on the runway on Friday March 18.*



### **CHADSTONE'S QEE PIECES – DESIGNER FASHION MEETS ART**

Experience the world of Qee (pronounced key) in this unique Australian first as art, design and fashion collide at Chadstone – The Fashion Capital. This designer toy phenomenon was introduced to the world in 2002 and has caught the imagination of art lovers, graphic designers and luxury fashion houses worldwide. 12 of Australia's leading designers including Alannah Hill, Bettina Liano, Leona Edmiston and many more, have transformed life-size Qees into bespoke works of art. The Qee Designer Dozen is on show at Chadstone from March 16 – April 3. [VISIT CHADSTONE.](#)

*Pictured: One of 12 life size Qees on show at Chadstone from March 16.*



## SNIPPETS

### **CITY OF MELBOURNE HOT SPOTS!**

So you're hitting the town for LMFF. To find out where all the hottest bars, restaurants and shops are, pick up a copy of The City of Melbourne Hot Spots. A handy pocket-sized bible to all the best places in town, Hot Spots is your ticket to staying hydrated and energized as you pounce the fashion looking for the latest looks. Get your copy free at the Melbourne Visitors' Centre or various cafes and bars.

### **QV FASHION FUSION GIVEAWAY**

Witness the spectacular fusion of fashion and contemporary dance, as they cross paths on a unique catwalk at the QV Fashion Fusion Shows on Tuesday 15 March at 12:30pm, 1:30pm and 5:00pm - free and open to the public. Don't miss these culturally inspired shows as QV presents Autumn/Winter 2011 Collections by leading designers and fashion houses. To celebrate, QV Melbourne together with Mandarin Duck will be giving away three \$100 Mandarin Duck gift vouchers. For your chance to win, head to [www.qv.com.au](http://www.qv.com.au) between Monday 28 February – Wednesday 16 March and sign up to receive QV's monthly newsletter to be in the running.

### **FASHION MAKES MELBOURNE THE DESTINATION TO SET UP SHOP!**

The Victorian Government is committed to the ongoing success of LMFF and ensuring Melbourne maintains its reputation as a leading destination for international and domestic retail investment. Melbourne's retail heart continues to deliver unprecedented growth, with vacancy rates at below two per cent in the central retail business district. For the second month in a row, Victoria's retail trade grew by 0.5 per cent – the highest of any Australian state! We thank the Victorian State Government for their ongoing commitment to developing Melbourne's fashion scene and keeping the city alive with fashion!

### **DRAWN TO FASHION – THREE WEEKS OF CANVAS, CATWALK & COUTURE**

Chatswood Chase Sydney hosts an exclusive three weeks of fine art, fashion and frivolity from 9 – 31 March 2011. Front-row faithful are invited to witness as world-renowned illustrator Pippa McManus renders the art of runway onto large-scale canvases. Expressions of style continue to the catwalk on 17 March with a lavish evening of new season couture and canapés for VIP members, plus the chance to luxuriate it up with free Leona Edmiston 'Pins' hosiery when you spend over \$150. For the most up-to-date itinerary and VIP registration [CLICK HERE.](#)

### **THE GREAT MELBOURNE TREASURE HUNT WAS WON!**

Congratulations to the winner of the grant prize, Brad Marlow! He has won SO much it's ridiculous – I wish there were more treasure hunts like this! Brad has won a \$25,000 Melbourne city shopping experience including luxury accommodation, pampering, and a personal stylist. [READ MORE.](#)

### **DO YOU WANT TO BE MENTORED BY AN AUSTRALIAN FASHION INDUSTRY LUMINARY?**

Fashion Future is excited to partner with LMFF to support the 'Business of Fashion' by offering four Mentor Partnerships with leaders in the fashion industry. Fashion Future has one of the biggest fashion mentor programs in Australia, proudly celebrating, promoting & supporting the fashion industry. Leading designers, industry professionals including Camilla and marc, Aurelio Costarella, Elle Roseby (CEO of Sportsgirl), and David Briskin (CEO of Sass & Bide) have joined forces as Fashion Future Mentors to support Australia's emerging talent. [READ MORE.](#)

### **SPECIAL OFFER FOR VICTORIAN OPERA'S THE MAGIC FLUTE**

We recently witnessed an amazing performance by Victorian Opera's Janet Todd at our Program Launch and Janet will now play Pamina in Victorian Opera's new, exquisite production of Mozart's The Magic Flute at the Arts Centre, Playhouse from 16 – 30 March. Mozart's enchanting and comedic masterpiece has captured the imaginations of audiences for more than two centuries with magnificent music and Tamino and Papageno's magical, chivalrous quest. Soak up the mastery in a show that's not to be missed. For 10% off A Reserve adult tickets for The Magic Flute use the password FASHION online or over the phone 1300 182 183. [BUY TICKETS.](#)

### **TOLL IPEC THE LEADER IN FASHION DISTRIBUTION**

Keep your eyes peeled for the Toll IPEC Fashion Service Trucks which will be transporting highly sought after designs from around the country to the LMFF runways. Toll IPEC's involvement with the LMFF is about actively supporting the fashion industry with their expertise, resources and infrastructure. Toll IPEC's fashion service, the leader in fashion distribution, provides a level of service that no other logistics company in Australia, from the designers all the way to the shop floor. It is a world class offering that leaves their competitors way behind. [VISIT TOLL.](#)

### **CHAMBORD SUPPORT MELBOURNE DUO LIMEDROP AT L'ORÉAL PARIS RUNWAY 6**

Chambord® is delighted to support Limedrop on the prestigious L'Oréal Paris Runway 6 presented by frankie magazine at on March 18. Limedrop was crowned the 2010 Chambord® Shine Awards™ winner for their modern take on Spring Racing Fashion with a silk dress featuring a carousel horse printed on the front and back. The contemporary creation captured the essence of Chambord® perfectly and is now available for purchase through Limedrop's online store. [www.limedrop.com.au](http://www.limedrop.com.au). Chambord® will also be serving delicious cocktails throughout the festival so visit one of their bars and try a fruity French Martini or an elegant Chambord® Royale.