

MARCH 2011 14-2011

**L'ORÉAL
MELBOURNE
FASHION
FESTIVAL**

AMPR

03 9428 2299

BROOKE SHELL

BROOKE@AMPR.COM.AU

0411 209 901

BEN HANDBERG

BEN@AMPR.COM.AU

0401 859 836

AMPR.COM.AU

**L'ORÉAL
PARIS**



LMFF.COM.AU

THE L'ORÉAL MELBOURNE FASHION FESTIVAL IS A NOT-FOR-PROFIT ORGANISATION AND IS PROUD TO ACKNOWLEDGE THE CONTINUING SUPPORT OF ITS NAMING RIGHTS SPONSOR L'ORÉAL AUSTRALIA AND FURTHER INVESTMENTS FROM THE VICTORIAN STATE GOVERNMENT.

L'Oréal Melbourne Fashion Festival

THE WORLD'S LARGEST CONSUMER FASHION EVENT

FOR IMMEDIATE RELEASE

The L'Oréal Melbourne Fashion Festival (LMFF) is an exceptional Australian major event, raising the standard of world-class consumer fashion festivals globally. Established in 1996 as a not for profit organisation, LMFF showcases the autumn/winter collections available in-store straight from the runway and inspires the public to celebrate and support Australian design talent.

LMFF sets an unrivalled level of public engagement in fashion whilst providing invaluable support to the Australian fashion industry. In 2010 the Festival attracted over 420,000 attendees, more than 300 fashion brands and designers participated, and host of local and international celebrities and industry leaders from all over the world. There was over 5000 downloads of runway footage from the media portal in countries including USA, UK, Japan, Russia and Italy.

Previous guests to the Festival include: Phillipe Stark, Richard Tyler, Helena Christiansen, Christy Turlington, Martin Grant, Claudia Schiffer, Kristy Hinze, Philip Treacy, Kylie Minogue, Priscilla Presley, Jasper Conran, Jane Sheperdson, Zandra Rhodes, Zac Posen, Jay Alexander, Doutzen Kroes, Malcolm Carfrae and Francisco Costa from CK, Sojin Lee and Christian Blanckaert.

Newly appointed Creative Director Grant Pearce, also Editorial Director of Conde Nast Asia Pacific, commented, "LMFF is one of the most unique Festivals in the world not only because of the sheer scale of the events but also because of its high standard of production, calibre of guests and quality of designers."

The 2011 LMFF will take place from March 14 – 20, and will feature a reinvigorated program with new events, exciting international guests and industry forums.

LMFF are delighted to announce actress Melissa George as the 'Face of the Festival'. She will attend the Festival in March next year and is the star of the 2011 Festival Campaign shot in Melbourne by internationally recognised Australian photographer Daniela Federici.

Based in New York, Melissa remains one of Australia's most loved and iconic actresses. Leading roles in TV dramas including Alias, Grey's Anatomy and In Treatment have earned her many accolades, including a Best Supporting Actress Golden Globe nomination. Melissa has also starred in films including Turistas opposite Josh Duhamel; Derailed with Clive Owen; and the remake of The Amityville Horror, opposite Ryan Reynolds.

In 2011, the LMFF Business Seminar will further cement the Festival's reputation for providing one of Australia's premiere business events. Confirmed guests include:

Mikael Schiller is CEO of ACNE Studios, where he works with the fashion, publishing and furniture divisions. Mikael has extensive experience in international branding, business development, and has an expert understanding on the dynamics between art and industry.

Jefferson Hack is the Founder & Editorial Director of Dazed Group. He is a truly iconic identity in fashion media and has pioneered new approaches in journalism, film, photography, television and digital media.

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Graeme Fidler & Michael Herz, the Creative Directors for Bally of Switzerland. Graeme and Michael were appointed in March 2010. They head up all aspects of design, further evolving Bally as the one and only "Swiss Heritage Luxury House" in the global industry.

New events to the Festival program include a large scale consumer launch event, **Fashion Full Stop** that will celebrate decades of Australian fashion and music, and the highly anticipated **Red Carpet Runway** featuring King of the corset Alex Perry as he showcases his summer 2011 Collection to the public, marking his first ever runway show in Melbourne.

LMFF is thrilled to again support the nation's most prestigious and highly regarded award for emerging talent in fashion design, the **LMFF Designer Award presented by Woolmark and supported by Vogue Australia** that has helped launch the careers of renowned designers **Dion Lee, Toni Maticevski, Josh Goot, TV, Yeojin Bae and Romance was Born**. In 2011 the eight finalists are Arnsdorf, From Britten, Lui Hon and Dress Up, Bassike, Song for the Mute, Laurence Pasquier and Ellery.

The L'Oréal Paris Runway shows will again be a highlight of the week, presenting the best Australian designers in a series of seven world class runway events.

With a line up like this, it is no wonder that the L'Oréal Melbourne Fashion Festival is widely regarded as one of the best in the world.

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