



Virgin australia

MELBOURNE
FASHION
FESTIVAL

14

22

MARCH 2015

GET CLOSE

OFFICIAL PROGRAM GUIDE

FREE & TICKETED EVENTS

GET CLOSE

Picture that feeling you get when you see a design so breathtaking you can't help but zoom in to examine the texture; that street style shot so perfect you tap in to inspect every minute element; that handbag you covet and can't live without.

The 2015 Virgin Australia Melbourne Fashion Festival promises to be the best yet as fashion, beauty, business and creativity collide to allow you to get close to your sources of inspiration.

Whether it's front row at a runway show, tuning in remotely via live streaming, listening to an international fashion business maestro, or following our artists and models on social media, go beyond the screen and 'GET CLOSE' to all things fashion.

#VAMFF

VAMFF.COM.AU

All Festival runway photos courtesy of Lucas Dawson Photography.
Official Program Guide printed by Elikon, paper supplied by Spicers.



STYLISH FROM THE GROUND UP





australia

MELBOURNE 14
FASHION
FESTIVAL

22

MARCH 2015





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2015 FESTIVAL PLANNER

The Festival's Cultural Program will run for a month in the lead up to the Festival.

For the latest program updates, visit **VAMFF.COM.AU**

Book your tickets now.*

TICKETEK.COM.AU/VAMFF
1300 795 012



DETAILS CORRECT AT TIME OF PRINTING AND ARE
SUBJECT TO CHANGE. FOR THE LATEST PROGRAM
VISIT VAMFF.COM.AU
*ALL PRICES ARE INCLUSIVE OF GST.
TRANSACTION FEES MAY APPLY.

SATURDAY 14 MARCH

OPENING EVENT

Presented by David Jones and
Supported by Vogue Australia
7PM & 9:30PM (repeat show)
VIP Party Supported by Fox FM
7:30PM to 9:30PM (approx.)
Central Pier, Docklands
Tickets from \$79
See page 13 for details

MONDAY 16 MARCH

TIFFANY & CO. NATIONAL DESIGNER AWARD

Supported by Harper's BAZAAR
By invitation only
See page 40 for details

PREMIUM RUNWAY 1

Presented by Miss Vogue and
AMP Capital Shopping Centres
and Supported by L'Oréal Paris
at Priceline Pharmacy
7PM
Central Pier, Docklands
Tickets from \$56
See pages 14-15 for details

PREMIUM RUNWAY 2

Presented by frankie magazine
and Supported by Schwarzkopf
at Priceline Pharmacy
9:30PM
Central Pier, Docklands
Tickets from \$56
See pages 14-15 for details

TUESDAY 17 MARCH

BUSINESS SEMINAR

Presented by The State Government
of Victoria and Supported by
WISH Magazine
Morning Session from 8:30AM until 2PM
Full Day Seminar from 8:30AM until
4:30PM
Conference Hall, Crown Conference
Centre
Tickets from \$450
See page 37 for details

PREMIUM RUNWAY 3

Presented by ELLE Australia and
Supported by Rimmel at
Priceline Pharmacy
7PM

Central Pier, Docklands

Tickets from \$56

See pages 14-15 for details

PREMIUM RUNWAY 4

Presented by SHOP Til You Drop
and Supported by Revlon at
Priceline Pharmacy

9:30PM

Central Pier, Docklands

Tickets from \$56

See pages 14-15 for details

WEDNESDAY
18 MARCH

MARKETING BREAKFAST

Presented by Deloitte and Pressed
Juices and Supported by Broadsheet
7:30AM until 9AM

Palladium at Crown

Tickets \$140

See page 38 for details

FASHION INDUSTRY FORUM 1

Presented by Novion Property Group
and Supported by Ragtrader
From 11AM until 1PM

Palladium at Crown

Tickets \$40

See page 39 for details

FASHION INDUSTRY FORUM 2

Presented by Novion Property Group
and Supported by Ragtrader
From 3:30PM until 5:30PM

Palladium at Crown

Tickets \$40

See page 39 for details

PREMIUM RUNWAY 5

Presented by Harper's BAZAAR
and Supported by L'Oréal Paris
at Priceline Pharmacy

7PM

Central Pier, Docklands

Tickets from \$56

See pages 14-15 for details

PREMIUM RUNWAY 6

Presented by Cosmopolitan
and Supported by Revlon
at Priceline Pharmacy

9:30PM

Central Pier, Docklands

Tickets from \$56

See pages 14-15 for details

THURSDAY
19 MARCH

**THE GRAND SHOWCASE
FEATURING JOSH GOOT**

Presented by Capitol Grand South Yarra
and Supported by Sunday Style
7PM

Central Pier, Docklands

Tickets from \$79

See page 16 for details

NATIONAL GRADUATE SHOWCASE

Presented by Target

9:30PM

Central Pier, Docklands

Tickets from \$50

See page 18 for details

FRIDAY
20 MARCH

PREMIUM RUNWAY 7

Presented by InStyle and Supported by
Schwarzkopf at Priceline Pharmacy
7PM

Central Pier, Docklands

Tickets from \$56

See pages 14-15 for details

**A/W 2015 RUNWAY SHOW AT
CHADSTONE - THE FASHION
CAPITAL**

8PM

Chadstone The Fashion Capital
The Australian Designer Mall,
Ground Level

Tickets from \$40

See page 21 for details

**GQ AUSTRALIA
MENSWEAR RUNWAY**

9:30PM

GQ Australia Menswear Runway After
Party Supported by Fox FM

10:30PM

Central Pier, Docklands

Tickets from \$56

See page 17 for details

SATURDAY
21 MARCH

**FAMOUS FOR FASHION KIDSWEAR
RUNWAY**

Presented by the City of Stonnington
and Supported by Malvern Central
11AM

Malvern Central

Free

See page 24 for details

**A/W 2015 RUNWAY SHOW AT
CHADSTONE - THE FASHION
CAPITAL**

11:30AM and 1:30PM

Chadstone The Fashion Capital
The Australian Designer Mall,
Ground Level

Tickets from \$40

See page 21 for details

**FAMOUS FOR FASHION BOUTIQUE
EDITION HIGH TEA**

Presented by the City of Stonnington
and Supported by Dilmah and
The Australian Women's Weekly

2:30PM

Malvern Town Hall

Tickets \$85

See page 25 for details

INDEPENDENCE

Presented by Oyster

9:30PM

Central Pier, Docklands

Tickets from \$56

See pages 22-23 for details

SUNDAY
22 MARCH

TARGET RUNWAY

2PM

Central Pier, Docklands

Tickets \$25

See page 20 for details

FUTURE RUNWAY

Presented by Spotlight
5PM

Central Pier, Docklands

Tickets \$25

See page 19 for details

**GRAND FINALE FEATURING
ROMANCE WAS BORN**

7:30PM

The Great Hall, National Gallery
of Victoria

Tickets from \$55

See page 26 for details

WELCOME



DANIEL ANDREWS
PREMIER OF VICTORIA

Welcome to the 2015 Virgin Australia Melbourne Fashion Festival, Australia's largest and most influential celebration of fashion.

The Victorian Government is proud to support this internationally regarded festival as part of our commitment to growing the State's creative industries.

The festival will showcase Victoria's fashion and design industries and build on Melbourne's reputation as Australia's retail and cultural capital.

This year's festival has been extended to nine days to accommodate a broader program of engaging fashion, business and cultural events. The festival will feature leading local and international innovators, on and off the runway.

I wish you an enjoyable and rewarding 2015 Virgin Australia Melbourne Fashion Festival.



LAURA ANDERSON
FESTIVAL CHAIRMAN

The Festival's renowned position as one of the largest and most respected consumer fashion festivals in the world has taken another step forward...close, closer, closest...speed, adaptability, creativity, collaboration and commerce enable you to get close to the world of fashion, beauty, business and culture in wonderful and empowering ways. You are in charge of the curatorship of your experience. You are the ultimate consumer. You are the globally competitive professional continuing to enhance your skills and experience with the best talent in the world.

The Festival's sponsors, partners and team have once again raised the bar by creating experiences that enhance your personal interaction with this global industry, emanating from the heart of the Australian fashion industry to an international audience. Driving global branding, investment, tourism and inviting a personal interaction with our industry that is unparalleled.

And our new membership program, that includes premium and patronage levels, will enable you to get even closer to the industry - sharing insider knowledge, special access and offers and developing new and exciting ways to support and engage with this commercial and cultural industry as it grows and adapts on the world stage.

I look forward to sharing and celebrating the journey with you!



JOHN BORGHETTI
CHIEF EXECUTIVE OFFICER,
VIRGIN AUSTRALIA

Virgin Australia is proud to work together with the Melbourne Fashion Festival to promote Australian designers, models and business on the world stage. Our expansive flight network plays a critical role in supporting tourism and international trade in Victoria.

This year we are taking our partnership with the festival to new heights, with the launch of the Virgin Australia Fashion Channel on our In-Flight Entertainment system, giving passengers a behind-the-scenes look at some of the biggest fashion brands in the country.

From world-class runway shows to seminars and cultural workshops, the Festival celebrates Australia's vibrant and diverse fashion industry and promotes innovation in design and business. We look forward to welcoming attendees of this year's Virgin Australia Melbourne Fashion Festival on board our flights.



ROBERT DOYLE
LORD MAYOR OF MELBOURNE

The Virgin Australia Melbourne Fashion Festival further cements Melbourne's status as Australia's fashion, cultural and events capital. The Festival will provide a forum for devotees from across the globe to share knowledge and cutting edge ideas, while supporting our city's renowned retail and hospitality industries.

The 2015 Festival is expected to again attract a diverse mix of international and local guests over nine days and two weekends. The Cultural Program, held from 15 February and 15 March, is an exciting addition this year to inspire and mentor our emerging fashionistas. It encapsulates many areas of fashion and includes the Fashion Film Series, Fashion Writing Series, Offsite Runway Series and Project Series.

The City of Melbourne is proud to again be a partner of the Festival and looks forward to hosting the fashion-forward in the most liveable city in the world.



GRAEME LEWSEY
CHIEF EXECUTIVE OFFICER

It is with great anticipation and excitement that I welcome you to this year's extended program that spans two style-packed weekends plus a month-long prelude of curated cultural events.

On behalf of the dedicated team behind the Festival, I am delighted to present a program of free and ticketed events that is immediately accessible, is produced with artistic integrity and is for everyone to enjoy.

We've taken up the challenge to bring you up close to Australia's most inspiring, creative dynamos as well as actively stimulate Melbourne's burgeoning retail scene, celebrate creativity in all its forms, instill consumer confidence and provide valuable support to our Festival stakeholders.

So many debuts and plenty more bespoke events; this season's program is a tribute to cultivating innovative design excellence on a grand scale. Highlighting this, and within the rich tapestry of the program, you'll see the significance of the Festival's 'Tiffany & Co. National Designer Award', and this year the Festival is delighted to profile numerous alumni.

Physically and virtually, our hope is that this Festival gets you closer than ever before, presents opportunity like none other and ultimately has you in a shopping frenzy.

SHOP THE RUNWAY



Get even closer to the runway experience.

The Festival's Shop the Runway helps you find all the fashion and beauty you loved on the runway, immediately after the show. Watch the live streamed runways, share your favourite looks, find your nearest stockist or buy online right away.

Visit VAMFF.COM.AU/shoptherunway to start shopping now*.

SHOP THE TREND

As a Festival first, Premium Runways 1 to 7 will be live streamed direct to your screen allowing you to Shop the Trend online at Westfield.com.au

*Shop the Runway is activated at the commencement of each show.

OPENING EVENT

PRESENTED BY DAVID JONES AND SUPPORTED BY VOGUE AUSTRALIA

& OPENING EVENT VIP PARTY SUPPORTED BY FOX FM



SATURDAY 14 MARCH 2015

CENTRAL PIER, DOCKLANDS

7PM

(REPEAT SHOW)

9:30PM

OPENING EVENT PARTY (BETWEEN SHOWS) 7:30PM - 9:30PM APPROX

PREMIUM PACKAGES AND OPENING PARTY ACCESS FROM \$150

LIMITED RESERVED SEATING FROM \$79

INCLUDES COMPLIMENTARY BEVERAGE ON ARRIVAL

And so the magic begins. Join over three thousand guests to witness the largest designer line-up of the Festival. Experience a uniquely curated runway featuring collections from leading Australian designers. You will be part of Australia's most fashionable party of the year - the Opening Event presented by David Jones and supported by *Vogue* Australia.

The gala opening show will feature collections from many of David Jones' top Australian designers including Josh Goot, Christopher Esber, Camilla and Marc, Ginger & Smart, Michael Lo Sordo, Carla Zampatti and many more.

JOIN THE VIP PARTY

Keep the buzz alive and treat yourself with a Premium Package for the ultimate fashion indulgence. This ticket offers the most sought after seats in the house and access to the Opening Event Party. Celebrate the start of the Festival with entertainment by Cut Copy DJs while mingling with designers, models and celebrities.

Get close to the finest in Australian fashion and be part of the Official Opening Event of the 2015 Virgin Australia Melbourne Fashion Festival.

PREMIUM RUNWAYS 1 TO 7



MONDAY 16 MARCH TO FRIDAY 20 MARCH

CENTRAL PIER, DOCKLANDS

LIMITED RESERVED SEATING FROM \$56
PREMIUM PACKAGES AND FASHION LOUNGE ACCESS FROM \$185

INTERNATIONAL MAKE UP DIRECTOR, RAE MORRIS
INTERNATIONAL HAIR DIRECTOR, KENNETH STODDART
FOR PRICELINE PHARMACY

This is where headlines are written, where Australia's leading designers put on a world-class fashion show sure to make jaws drop. Get closer by rubbing shoulders with Australia's fashion elite from leading fashion titles and industry front-runners.

At the event, surround yourself in the waterside atmosphere at Central Pier, get involved with the exciting on-site activities or visit some of the local restaurants and bars. Book your tickets before the runways sell out. It all happens here.

Go to page 42 to see more things to do Pre and Post Show.

PREMIUM RUNWAY 1

*Presented by Miss Vogue and AMP
Capital Shopping Centres and
Supported by L'Oréal Paris at Priceline
Pharmacy*

MONDAY 16 MARCH

7PM

/ BASSIKE
/ CAMILLA AND MARC
/ DION LEE
/ ÉTRE CÉCILE
/ SCANLAN THEODORE
/ TOME

PREMIUM RUNWAY 2

*Presented by frankie magazine and
Supported by Schwarzkopf at Priceline
Pharmacy*

MONDAY 16 MARCH

9:30PM

/ ALPHA60
/ BÜL
/ GORMAN
/ KLOKE
/ KUWAI
/ LIMEDROP

PREMIUM RUNWAY 3

*Presented by ELLE Australia and
Supported by Rimmel at Priceline
Pharmacy*

TUESDAY 17 MARCH

7PM

/ BIANCA SPENDER
/ DION LEE II
/ GINGER & SMART
/ KAHLO
/ LIFEWITHBIRD
/ MANNING CARTELL

PREMIUM RUNWAY 4

*Presented by SHOP Til You Drop and
Supported by Revlon at Priceline
Pharmacy*

TUESDAY 17 MARCH

9:30PM

/ AKIN BY GINGER & SMART
/ ALICE MCCALL
/ KEEPSAKE
/ SHAKUHACHI
/ WHITE SUEDE

PREMIUM RUNWAY 5

*Presented by Harper's BAZAAR and
Supported by L'Oréal Paris at Priceline
Pharmacy*

WEDNESDAY 18 MARCH

7PM

/ ALEX PERRY
/ CARLA ZAMPATTI
/ CHRISTOPHER ESBER
/ MARTIN GRANT
/ YEOJIN BAE

PREMIUM RUNWAY 6

*Presented by Cosmopolitan and
Supported by Revlon at
Priceline Pharmacy*

WEDNESDAY 18 MARCH

9.30PM

/ CAMEO
/ THE FIFTH LABEL
/ FINDERS KEEPERS
/ SHONA JOY
/ WILD.HORSES

PREMIUM RUNWAY 7

*Presented by InStyle and Supported by
Schwarzkopf at Priceline Pharmacy*

FRIDAY 20 MARCH

7PM

/ ARTHUR GALAN (AG)
/ AURELIO COSTARELLA
/ CAMILLA
/ MACGRAW
/ THURLEY
/ TRELISE COOPER

*Celebrating 15 years of InStyle with a
finale featuring 15 Australian designers*

Watch Premium
Runways 1 to 7 live
streamed direct to
you by Westfield.
com.au and Shop
the Trend

DETAILS ARE CORRECT AT TIME OF PRINTING AND ARE SUBJECT TO CHANGE. FOR THE LATEST PROGRAM, VISIT VAMFF.COM.AU

THE GRAND SHOWCASE FEATURING JOSH GOOT

PRESENTED BY CAPITOL GRAND SOUTH YARRA
SUPPORTED BY SUNDAY STYLE



THURSDAY 19 MARCH

CENTRAL PIER, DOCKLANDS

7PM

PREMIUM PACKAGES FROM \$185

LIMITED RESERVED SEATING FROM \$79

INCLUDES COMPLIMENTARY BEVERAGE ON ARRIVAL

The Grand Showcase returns to present a breathtaking collection from Tiffany & Co. National Designer Award winning alumnus, Josh Goot, in celebration of the label's tenth anniversary.

GQ AUSTRALIA MENSWEAR RUNWAY AND AFTER PARTY



FRIDAY 20 MARCH

CENTRAL PIER, DOCKLANDS

9:30 PM

GQ AUSTRALIA MENSWEAR RUNWAY AFTER PARTY
SUPPORTED BY FOX FM FROM 10:30 PM

PREMIUM PACKAGES FROM \$145
LIMITED RESERVED SEATING FROM \$56

What a stellar scene this will be. The latest line up of menswear labels will showcase on the Festival's world-class runway, combined with the hottest GQ Australia talent.

Following the runway presentation, join designers, celebrities, and VIPs in a glamorous after party where the fashion industry will celebrate in style.

NATIONAL GRADUATE SHOWCASE

PRESENTED BY TARGET



THURSDAY 19 MARCH

CENTRAL PIER, DOCKLANDS
9:30PM

LIMITED RESERVED SEATING \$50
PREMIUM PACKAGES AND FASHION LOUNGE ACCESS
FROM \$150

Handpicked from renowned design institutions and universities across the country, gifted graduates have the chance to present their original collections in this prestigious annual showcase.

These most promising talents will also have the opportunity to participate in a career building mentor program. Target will encourage design in a range of fields that encompasses womenswear, menswear, swimwear... and almost everything beyond!

Get close to the brightest minds, original collections and live music in this prestigious annual showcase.

- | | | |
|---|--|--|
| / Lauren Acciarito, <i>RMIT (VIC)</i> | / Vanessa Emirian, <i>UTS (NSW)</i> | / meg&n by Megan McGrath, <i>UTS (NSW)</i> |
| / Donald Chung, <i>UTS (NSW)</i> | / Felicity Gleeson, <i>UTS (NSW)</i> | / Sofie Teh, <i>UTS (NSW)</i> |
| / Erica Deluchi, <i>UTS (NSW)</i> | / Natalie Kieleithner, <i>RMIT (VIC)</i> | / April Yap, <i>UTS (NSW)</i> |
| / OPTIC by Monique Duggan, <i>UTS (NSW)</i> | / A.L.C.H. by Alexandra Louise Champion Hackett, <i>RMIT (VIC)</i> | / Rachael Zheng, <i>UTS (NSW)</i> |

FUTURE RUNWAY

PRESENTED BY SPOTLIGHT



SUNDAY 22 MARCH

CENTRAL PIER, DOCKLANDS
5PM

\$25

GET CLOSE TO THE FUTURE OF FASHION IN AUSTRALIA. A SELECTION OF
SECONDARY SCHOOL STUDENTS FROM ACROSS THE NATION MAKE
THEIR FASHION DEBUT IN A SHOWCASE OF UNIQUE TALENT.
WATCH OUT FOR FLYING SPARKS OF GENIUS.

/ Priscilla Allis,
St Albans Secondary
College

/ Lauren Aramini,
St Clare's College
Waverley

/ Ethan Cathie,
Trinity Christian School

/ Samantha Chong,
Box Hill Senior Secondary
College

/ Pep Doolan, Presentation
College Windsor
Melbourne

/ Letitia Garbellini,
Clonard College

/ Charlotte Harmsworth,
St Margaret's Church of
England Girls School

/ Caitlin Hicks,
St Joseph's College
Mildura

/ Harmony Hollands-Paiti,
St Albans Secondary
College

/ Shona Jackson, Somerset
College

/ Albert Jalipot,
Kalamunda Senior High
School

/ Vathana Kol, Box Hill
Senior Secondary
College

/ Fareida Kori,
Mount Alvernia College

/ Anthony Lual,
Gilmore College for Girls

/ Katherine Nolan,
Mackillop College

/ Jessica Maio,
Catholic Ladies' College

/ Phoebe Markoulis,
Surf Coast Secondary
College

/ My Nguyen,
St Albans Secondary
College

/ Binh Phung,
Kurunjang Secondary
College

/ Monique Quercio,
Santa Maria College

TARGET RUNWAY



SUNDAY 22 MARCH

CENTRAL PIER, DOCKLANDS
2PM

\$25

The Festival's runway precinct gets ready to party with a style packed Sunday session that invites all fashion lovers to see the most accessible looks to hit the runway this season.

A/W2015 RUNWAY SHOW AT CHADSTONE - THE FASHION CAPITAL



FRIDAY 20 MARCH
8PM AND
SATURDAY 21 MARCH
11:30AM AND 1:30PM

TICKETS FROM \$45
CHADSTONE VIP MEMBERS* \$40

Celebrate new season fashion and view AW2015 trends from leading International and Australian designers at Australia's favourite Fashion Capital.

After the show shop the new season looks by leading Australian designers including Sass and Bide, Morrison, Willow, Manning Cartell and LifeWithBird. Includes complimentary access to the exclusive Champagne Bar prior to the show. Tickets are limited.

#CHADSTONEAW15 @VAMFF

***Become a Chadstone
VIP Member**

to experience exclusive offers and preferential rates to our AW14 Runways. Sign up at chadstone.com.au today

INDEPENDENCE

PRESENTED BY OYSTER



Capturing artistic autonomy, the dedicated evening of Independence will champion creativity and fashion in its most integral form.

First up, the Festival's 2014 'Tiffany & Co. National Designer Award' winners, STRATEAS.CARLUCCI will present its collection following the label's international brand launch success.

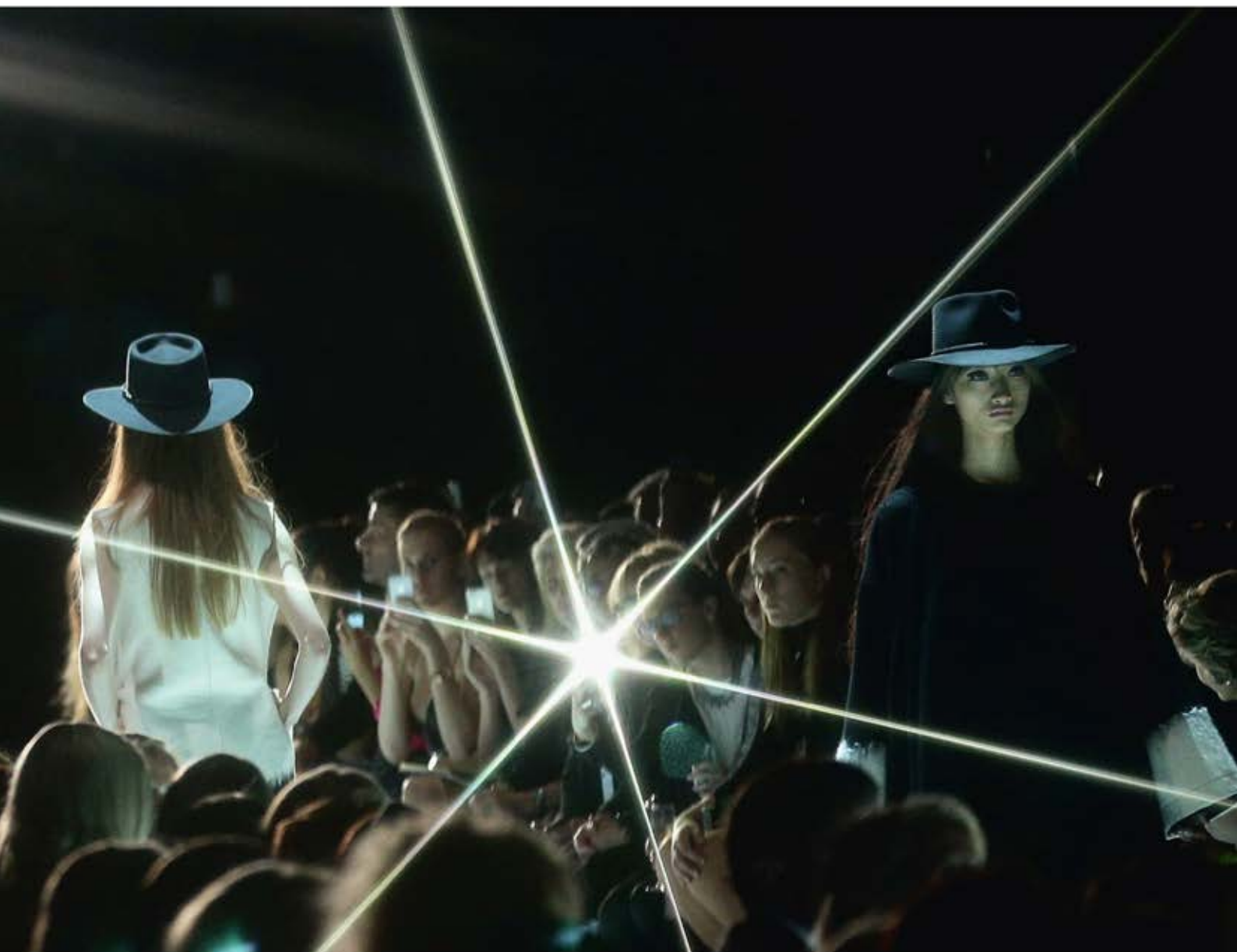
SATURDAY 21 MARCH

CENTRAL PIER, DOCKLANDS

9:30PM

PREMIUM PACKAGES FROM \$120

LIMITED RESERVED SEATING FROM \$56



The edgy runway will then champion a group of independently spirited Australian fashion labels, through a fusion of innovative design, styling and soundscapes.

/ CELESTE TESORIERO
/ DRESS UP
/ ELISSA MCGOWAN
/ EMMA MULHOLLAND
/ PAGEANT
/ SALASAI

FAMOUS FOR FASHION

PRESENTED BY THE CITY OF STONNINGTON



FAMOUS FOR FASHION: KIDSWEAR RUNWAY

PRESENTED BY THE CITY OF STONNINGTON
SUPPORTED BY MALVERN CENTRAL

MALVERN CENTRAL

11AM

FREE

We know style starts at a young age. Get the whole family together and come along to Malvern Central Stonnington. This runway event is for little sartorialists in the making.

SATURDAY 21 MARCH

TAKE SHOPPING TO THE NEXT LEVEL IN STONNINGTON,
AN AREA FAMOUS FOR FASHION.



FAMOUS FOR FASHION:
THE BOUTIQUE EDITION HIGH TEA

PRESENTED BY THE CITY OF STONNINGTON
SUPPORTED BY DILMAH AND THE AUSTRALIAN WOMEN'S WEEKLY

MALVERN TOWN HALL, CITY OF STONNINGTON
2:30 PM

\$85

Experience a runway show as you enjoy an elegant Dilmah High Tea.
The Editor in Chief of The Australian Women's Weekly, Helen McCabe and
Style Director, Judith Cook, will play host to the afternoon's activities.
Come along and get close to the latest looks for the autumn/winter season.

VAMFF.COM.AU

GRAND FINALE
FEATURING ROMANCE WAS BORN

SUNDAY 22 MARCH

THE GREAT HALL, NATIONAL GALLERY OF VICTORIA
7:30 PM

TICKETS FROM \$55

The Festival will close with a one-off runway showcase featuring Tiffany & Co. National Designer Award winning alumnus, Romance Was Born.

Coinciding with its stellar exhibition at the National Gallery of Victoria, which also features as part of the Festival's 'Cultural Program', this is a Grand Finale not to be missed.

CULTURAL PROGRAM

15 FEBRUARY TO 15 MARCH

THE FESTIVAL CULTURAL PROGRAM IS RICH WITH FASHION-INSPIRED FREE AND TICKETED ACTIVITIES THAT EXTEND FAR BEYOND THE RUNWAY.

Diverse, exciting and often surprising, experience interdisciplinary innovation in the fashion and creative industries like never before.

#VAMFFCULTURE



CULTURAL PROGRAM PROJECT SERIES

ART & DESIGN

'A NEW BEGINNING' BY JENNY KEE

Pieces of Eight Gallery

A limited edition capsule collection of Jenny Kee's iconic designs.

17/2/15 - 28/3/15

Opening: 17/2/15 at 6PM

Pieces of Eight Gallery:
28 Russell Pl
Melbourne 3000

FREE.

To attend opening RSVP:
rsvp@piecesofeight.com.au.

CONCEPT TO CREATION: A PROCESS

Alexis Cstar

Dream. Discover. Design.
Develop. Sketch. Measure.
Draft. Pattern. Cloth. Cut.
Sew. Fit. Wear. True.

23/2/15 - 1/3/15

Opening: 26/2/15 at 6PM

No Vacancy Gallery: 34 - 40
Jane Bell Ln, QV Building
Melbourne 3000

FREE. To attend opening
RSVP: eventbrite.com.au

FASHION PERFORMANCE - MATERIALITY, MEANING, MEDIA

RMIT Design Hub

A project exploring the hybrid practices of fashion and performance.

5/3/15 - 2/4/15

Opening: 5/3/15 at 6PM

RMIT Design Hub: Project
Rooms 1, 2 & 3, Building 100
Corner Victoria & Swanston
Sts, Carlton 3053

FREE

FIGURE BY 3

Annie Younger, Jack Younger
and Molly Younger

This exhibition explores
reproducing the figure in
fashion, sculpture and
photography.

18/2/15 - 15/3/15

Opening: 18/2/15 at 6PM

Flying Goolie Gallery:
54 Johnston St,
Collingwood 3066

FREE

JUSTENE WILLIAMS: THE CURTAIN BREATHED DEEPLY

Monash University Museum
of Art (MUMA)

An immersive and
hypnotising landscape
constructed from blended
film sets, stage props and
video installations.

6/2/15 - 2/4/15

Monash University Museum
of Art (MUMA):
Ground floor, Building F
Monash University
Caulfield Campus.
900 Dandenong Rd
Caulfield East 3145

FREE

GOLDEN AGE

Pieces of Eight Gallery

An exhibition of fine jewellery
by Kate Rohde inspired by
the natural world and
Rococo.

17/2/15 - 28/3/15

Opening: 17/2/15 at 6PM

Pieces of Eight Gallery:
28 Russell Pl
Melbourne 3000

FREE. To attend opening
RSVP:
rsvp@piecesofeight.com.au

LA CHAMBRE DE BONNE SIX

La Chambre de Bonne
an installation by SIX and
introducing tailleur
Pierre Allan.

26/2/15 - 2/3/15

Opening: 25/2/15 at 5:30PM

La Chambre de bonne
upstairs: 1A Crossley St
Melbourne 3000

FREE

MAMBO: 30 YEARS OF SHELF-INDULGENCE

National Gallery of Victoria

A retrospective of the
most-loved pieces produced
during Mambo's history
including original and
developmental artworks.

Until 22/2/15

NGV Australia: NGV Studio,
Ground Level, Federation
Square, Corner Swanston
& Flinders St, Melbourne
3000

FREE

MAN II

Man Collective

A collectively curated
menswear exhibition offering
an in-depth look into
research and process driven
speculation.

9/3/15 - 15/3/15

Opening: 9/3/15 at 7PM

Allpress Studio: 84 Rupert St,
Collingwood 3066

FREE. To attend opening
RSVP: eventbrite.com.au

MARIE HAGERTY & ROBERT FOSTER

Karen Woodbury Gallery

An exhibition of collaborative
works by artist Marie Hagerty
& designer Robert Foster.

4/3/15 - 28/3/15

Opening: 4/3/15 at 6PM

Karen Woodbury Gallery:
Level 1/167 Flinders Ln
Melbourne 3000

FREE

PARISIAN FASHION ILLUSTRATION

Heide Museum of
Modern Art

A boutique class in fashion
illustration, inspired by
exhibition *Moya Dyring: An
Australian Salon in Paris*.

21/2/15 at 10AM

Heide Museum of Modern
Art: 7 Templestowe Rd
Bulleen 3105

TICKETS: 03 9850 1500

CULTURAL PROGRAM PROJECT SERIES

THE RITUAL OF EVERYDAY

Yarra Ranges Council

Designer Mainichi showcases sustainable and delectable jewellery inspired by the everyday ritual of enjoying food.

15/2/15 - 15/3/15

Opening: 15/2/15 at 2PM

The Memo: 235 Maroondah Hwy, Healesville 3777

FREE

SETTING

Glen Eira City Council Gallery

Jewellery, objects, drawings, furniture, sculptural components by Meredith Turnbull, Anna Varendorff and Manon van Kouswijk.

6/3/15 - 26/4/15

Opening: 5/3/15 at 6PM

Glen Eira City Council Gallery: Corner Glen Eira & Hawthorn Rds
Caulfield 3162

FREE

STAR

MATERIALBYPRODUCT

MATERIALBYPRODUCT

immerses you in a constellation of couture stars. See highlight pieces from latest collection.

24/2/15 - 20/3/15

Sophie Gannon Gallery:
2 Albert St, Richmond 3121

FREE

WE WEAR FUTURE

Brunswick Street Gallery

Art and fashion meet in an exploration of how what we wear shapes the future.

20/2/15 - 05/3/15

Opening: 20/2/15 at 6PM

Brunswick Street Gallery:
322 Brunswick St
Fitzroy 3065

FREE

WHITE GOODS

Craft

Material and intellectual explorations are made through the use of translucency, texture and tactility.

Until 28/3/15

Craft: 31 Flinders Ln
Melbourne 3000

FREE

TOURS & TALKS

1980S FASHION - STREET TO MUSEUM

The Johnston Collection

A lecture on the historicism and reworking of fashion classics by Dr Peter McNeil.

24/2/15 at 10:15AM

The Johnston Collection:
East Melbourne 8002

TICKETS:

johnstoncollection.org

APPRECIATION VS APPROPRIATION

Monash University Museum of Art (MUMA)

Lively panel discussion exploring how fashion freely incorporates and appropriates from art, music and culture.

28/2/15 at 2PM

Monash University Museum of Art (MUMA):
Ground Floor, Building F
Monash University
Caulfield Campus
900 Dandenong Rd
Caulfield East 3145

FREE. To attend RSVP:
muma.rsvp@monash.edu

ART DECO JEWELS & HIGH TEA

Mossgreen

Discover the art of adornment in art deco Melbourne with jewels and high tea.

1/3/15 at 2PM

Mossgreen: 926 - 930 High St
Armadale 3143

TICKETS: 03 9508 8888 or
mail@mossgreen.com.au

BEHIND THE SCENES: GRETA LARKINS

National Gallery of Victoria

Discover treasures from the NGV's fashion and textiles collection with fashion blogger Greta Larkins.

28/2/15 at 1PM

NGV International:
180 St Kilda Rd, Melbourne

TICKETS: 03 8662 1555

BEHIND THE SCENES: ROSE CHONG

National Gallery of Victoria

Discover hidden treasures of the NGV's fashion and textiles collection with renowned costumier Rose Chong.

27/2/15 at 2PM & 5:30 PM

NGV International:
180 St Kilda Rd, Melbourne

TICKETS: 03 8662 1555

CULTURAL PROGRAM PROJECT SERIES WALKING TOUR

Virgin Australia Melbourne Fashion Festival

Discover fashion through the eyes of a curator on a Festival-guided tour of highlight Project Series exhibitions.

7/3/15 at 10:45AM

Meeting point: Pieces of Eight Gallery, 28 Russell Pl,
Melbourne 3000

FREE. To attend RSVP:
eventbrite.com.au

CULTURAL PROGRAM PROJECT SERIES

EMERGING FASHION INDUSTRY TALK

StageLabel

Fashion Industry Talk for emerging brands and labels presented by StageLabel.

24/2/15 at 1PM

The Arena: 700 Bourke St
Melbourne 3000

TICKETS: eventbrite.com.au

FASHION IN LITERATURE - OUT LOUD

The Johnston Collection

Discover the joys of fashion in literature out loud with actress Lise Rodgers.

19/2/15 at 10:15AM

The Johnston Collection:
East Melbourne 8002

TICKETS:
johnstoncollection.org

FASHION, MEMORY AND CULTURE

Circa Vintage

Our personal fashion choices reveal our lives but also speak of our society and culture.

7/3/15 at 2PM

The Wheeler Centre:
176 Little Lonsdale St
Melbourne 3000

TICKETS: circa.vintage.com.au

GLOBAL FASHION SYMPOSIUM

RMIT School of Fashion and
Textiles

A four-nation symposium with industry leaders discussing the challenges and opportunities for fashion globally.

26/2/15 (24 Hour live stream)

Online at rmit.edu.au/fashiontextiles/vamff2015

FREE. To attend RSVP:
fashion@rmit.edu.au

OFF THE PAGE, ONTO THE KIMONO

State Library of Victoria

An exploration into Japanese wood-block printing and design, on paper and in fashion.

4/3/15 at 2:30PM

State Library of Victoria:
328 Swanston St, Melbourne

FREE. To attend RSVP:
8664 7099 or
inquiries@slv.vic.gov.au

PERIPHERAL VISIONS: FORUM

RMIT Link Arts and Culture

A forum exploring the relationship between contemporary creative disciplines at the edges of fashion practice.

12/3/15 at 5:30PM

First Site Gallery: Storey Hall
Basement, 344 Swanston St
Melbourne 3000

FREE

SARTORIAL SATURDAY

Australian Centre for the
Moving Image (ACMI)

Join ACMI Fashion on Film
programmer James Nolen for
a walking tour of Melbourne.

21/2/15 at 11AM

Australian Centre for the
Moving Image (ACMI):
Federation Square
Melbourne 3000

TICKETS: acmi.net.au

SCHMATTE BUSINESS WALK

Jewish Museum of Australia

Relive the days when Flinders
Lane was the epicentre of the
Australian fashion industry.

22/2/15 at 10:15AM

Meeting point: Corner
Flinders Ln & Spring Sts,
Melbourne 3000

TICKETS:
jewishmuseum.com.au

THE TRUTH IN MASQUERADE

Heide Museum of Modern Art

Carolyn Laffan, curator,
Performing Arts Collection,
Arts Centre, discusses live
entertainment in Melbourne
during WWII.

26/2/15 at 10AM

Heide Museum of Modern
Art: 7 Templestowe Rd
Bulleen 3105

TICKETS: 03 9850 1500

FILM, PERFORMANCE & SENSORY EXPERIENCES

1914 TO NOW - FOUR PERSPECTIVES ON FASHION CURATION

RMIT Design Hub

A film-based installation
produced by four
international curators in
collaboration with four
leading fashion designers.

5/3/15 - 2/4/15.

Opening: 5/3/15 at 6PM

RMIT Design Hub: Project
Rooms 1, 2 & 3, Building 100
Corner Victoria & Swanston
Sts, Carlton 3053

FREE

DESIGNER BITES 2015

Virgin Australia Melbourne
Fashion Festival & Melbourne
Food and Wine Festival

A theatrical evening of food
and fashion fusion inspired by
iconic Melbourne designer
Richard Nylon and chef
Philippa Sibley of Prix Fixe.

4/3/15 at 7PM

Prix Fixe: Alfred Pl, Melbourne
3000

TICKETS: eventbrite.com.au

CULTURAL PROGRAM PROJECT SERIES

DRESS LOUD

Bakehouse Studios & BOYDE

Fashion, art and music collide at legendary Bakehouse Recording Studios. Press Play. DRESS LOUD.

14/3/15 at 3PM

Bakehouse Studios: Little Hoddle St, Richmond 3121

FREE

FASHION ON FILM

Australian Centre for the Moving Image (ACMI)

The latest, hottest collection of fashion documentaries from around the world.

21/2/15 - 8/3/15

Australian Centre for the Moving Image (ACMI): Federation Square Melbourne 3000

TICKETS: acmi.net.au

PERFECT: RUNWAY 2

Tenfingerz Productions

A live art spectacle celebrating radical self-expression and inclusion, showcasing underground designers and performance artists.

1/3/15 at 9 PM

The Regal Ballroom: 216 High St, Northcote 3070

TICKETS: trybooking.com/GHTF

YOUNG & JACKSON THE PLAY

fortyfivedownstairs

Celebrate the Melbourne of 1945 through the eyes of four young people, hungry for life. 5/3/15 - 22/3/15

fortyfivedownstairs: 45 Flinders Ln, Melbourne

TICKETS: fortyfivedownstairs.com or 03 9662 9966

COMMUNITY

BLOCK PARTY

The Social Studio

Melbourne's dynamic fashion and community hub will be showcasing styles, talents and cultures from diverse communities.

14/3/15 at 12PM

Peel Street Park: Cnr Peel & Little Oxford Sts Collingwood 3066

FREE

CRAFTED AT THE ROSE ST. MARKET

The Rose St. Artists' Market

A day of fashion workshops where you get to be the maker.

8/3/15 at 11AM

The Rose St. Artists' Market: 60 Rose St, Fitzroy 3065

FREE

CURVY COUTURE RUNWAY

Curvy Couture Inc

An exciting plus size runway event, showcasing independent Australian designers.

7/3/15 at 6:30 PM

The Lightwell @ Australian Centre for the Moving Image (ACMI): Federation Square, Flinders St, Melbourne 3000

TICKETS: ticketek.com.au

DON'T STOP ME NOW

U3A Melbourne City

A dazzling showcase of fashion for the over 50's modelled by real people.

15/3/15 at 1PM

ANZ Pavilion: 8th Floor, Arts Centre, 100 St Kilda Rd, Melbourne 3004

TICKETS: ticketek.com.au

GARA & BATIK INK TIE-DYE WORKSHOP

Kontiki Cultural Women Empowerment Inc.

Create artistic designs using Gara and Batik ink tie-dye techniques.

22/2/15 at 9AM

Visy Cares Hub Sunshine: 80B Harvester Rd, Sunshine 3020

FREE. To attend RSVP: eventbrite.com.au

INDIGENOUS FASHION RUNWAY

Global Indigenous Management

The raw natural beauty of homelands and rich tribal culture are interwoven into each collection.

8/3/15 at 2PM

Kindred Studios: 212A Whitehall St, Yarraville 3013

TICKETS: ticketek.com.au

INTGRS

Cluny McCullagh

An integration of us and things for embodied design practice in fashion.

28/2/15 - 4/3/15.

Opening: 27/2/15 at 7PM

Testing Grounds: 1 - 23 City Rd, Southbank 3006

FREE

PATRICK OWEN: AUSTRALIAN DEBUT

Award-winning emerging Indonesian designer Patrick Owen presents a solo runway for the first time in Australia.

Visit VAMFF.COM.AU for date and venue details

STAGELABEL INTERACTIVE RUNWAY

StageLabel

Fashion meets Technology at the StageLabel Interactive Runway event.

27/2/15 at 7:30 PM

Showtime Events Centre: Shed 11, 61 South Wharf Promenade, South Wharf

TICKETS: eventbrite.com.au

CULTURAL PROGRAM PROJECT SERIES

YOUTH

BUZZCUTS: VAMFF CULTURAL PROGRAM

Express Media

Cultural Program activity reviews by emerging arts writers.

15/2/15 - 15/3/15

Online at buzzcuts.org.au

FREE

CURTAIN COUTURE

Monash University Museum of Art (MUMA)

Using recycled materials children (9-12y/o) can construct their own fantastical garment incorporating pattern, colour and texture.

21/2/15 at 10:30AM

Monash University Museum of Art (MUMA):
Ground Floor, Building F
Monash University
Caulfield Campus
900 Dandenong Rd
Caulfield East 3145

FREE. To attend RSVP:
kate.barber@monash.edu

EXPRESS YOURSELF: ROMANCE WAS BORN FOR KIDS

National Gallery of Victoria
NGV exhibition for children and families created by fashion house Romance Was Born.

Until 22/3/15

NGV International:
180 St Kilda Rd, Melbourne
FREE

MOVE: FASHION: SPACE

RMIT School of Fashion and Textiles

RMIT Bachelor of Fashion (Design) (Honours) celebrates the launch of it's new building in Brunswick with a student exhibition.

19/2/15 - 25/2/15.

Opening: 19/2/15 at 6PM

RMIT School of Fashion & Textiles Building : Building 516, 25 Dawson St, RMIT Brunswick, Brunswick 3056

FREE

NGV TEENS: BEHIND THE SCENES WITH GRETA LARKINS

National Gallery of Victoria

Aspiring fashion designers aged 13-17 are invited to this exclusive behind the scenes.

28/2/15 at 11AM

NGV International:
180 St Kilda Rd, Melbourne

TICKETS: 03 8662 1555

THE ODDITORIUM

Academy of Design Australia

Fashion and Freak Show merge as the Academy of Design Australia presents "The Odditorium".

11/3/15 - 20/3/15

Opening: 11/3/15 at 7PM

Academy of Design Australia:
220 Ingles St, Port Melbourne

To attend opening:
Ticketek.com.au
Otherwise FREE

PASSION FOR FASHION

National Gallery of Victoria

Explore a world of fashion and style at the NGV and gain inspiration for 2015 (for School Groups).

16/2/15 - 15/3/15

NGV International:
180 St Kilda Rd, Melbourne

TICKETS: 03 8620 2340 or
edu.bookings@ngv.vic.gov.au

PERIPHERAL VISIONS

RMIT Link Arts & Culture

Peripheral Visions showcases the work of RMIT students exploring the edges and boundaries of fashion.

11/3/15 - 20/3/15

Opening: 10/3/15 at 5:30PM

First Site Gallery: Storey Hall Basement, 344 Swanston St Melbourne 3000

FREE

SUSTAINABLE DESIGN EXHIBITION + FORUM

Melbourne Polytechnic

Sustainable design exhibition featuring Australian textile and fashion designers.

11/3/15 - 14/3/15

Opening: 11/3/15 at 11AM

Melbourne Polytechnic:
U Building /Level 2 Gallery
144 High St, Prahran 3181

FREE

SWAP/STYLE/SNAP!

The Clothing Exchange

Swap, Style, Snap! is a styling workshop and clothing exchange event for emerging fashionistas.

11/3/15 at 6PM

Deakin Edge, Fed Square
Cnr Swanston &
Flinders Sts, Melbourne

TICKETS: eventbrite.com.au

UNION SUSTINERE

Kangan Institute - Centre for Fashion and Creative Industries

Bridal wear and re-cycling collide in this exhibition of reworked classics creatively using ethical processes.

23/2/15 - 15/3/15

Opening: 23/2/15 at 6:30PM

Kangan Institute - Centre for Fashion and Creative Industries: 85 Cremorne St Richmond 3121

FREE. To attend opening RSVP:
dsnibson@kangan.edu.au

CULTURAL PROGRAM OFFSITE RUNWAY SERIES

PRESENTED BY THE THOUSANDS



An exciting platform for emerging designers and stylists to showcase their work.

PERFECT: RUNWAY 1 BY TENFINGERZ PRODUCTIONS

Sunday 1 March at 6PM

The Regal Ballroom:
216 High St, Northcote 3070

Live art spectacle showcasing
underground designers focused on
delivering innovative, bold, hand-made,
ethical clothing.

TICKETS: trybooking.com/GHTF

LOIS HAZEL LAUNCH BY LOIS HAZEL

Thursday 5 March at 7PM

L1Studios: Studio 1, Level 1/377 Little
Bourke St, Melbourne 3000

The launch of Lois Hazel's Autumn
Winter 2015 collection 'frayed'.

FREE

MAN I BY MAN COLLECTIVE

Saturday 7 March at 7:30PM

Allpress Studio:
84 Rupert St, Collingwood 3066

A collective showcase of menswear
collections that are generated by
research and process driven
speculation.

TICKETS: eventbrite.com.au

IMPRINTING WILD BY MIMI-ZIKKI, ANA OSTROM, & MAIA LILLFORD

Sunday 8 March at 7PM

Horse Bazaar:
397 Little Lonsdale St, Melbourne

Vivid, energetic movements surpass the
runway as a playful and contemporary
presentation imprints the wild.

FREE

EXHIBIT BY P.E BY PENELOPE EFTHIMIADIS

Thursday 12 March at 6:30PM

VICTORINE: 275 Coventry St,
South Melbourne 3205

Introducing an old world tradition, salon
style Haute Couture presentation with
contemporary multimedia.

FREE,
RSVP required: eventbrite.com.au

SHIO A/W15 BASEMENT LAUNCH BY SHIO DESIGNS

Friday 13 March at 8PM

Laundry Bar: 48-50 Johnston St, Fitzroy

Shio Designs launches its AW15 mens
and womens collection 'BASHMENT'.

FREE

STRANGERS IN A MOMENT BY CHORUS

Sunday 15 March at 2:30PM

The Compound Interest:
15-25 Keele St, Collingwood 3066

A creative conversation between
fashion label Chorus and musician
Bertie Blackman.

FREE

NIXI KILICK A/W15 BY NIXI KILICK

Sunday 15 March at 7:30PM

Easeys: 48 Easey St, Collingwood 3066

A collective showcase of menswear
collections that are generated by
research and process driven
speculation.

FREE

CULTURAL PROGRAM FASHION FILM SERIES

PRESENTED BY RUSSH AND SUPPORTED BY VAL MORGAN
OFFICIAL SCREENING PARTNERS ACMI AND FED SQUARE



Image courtesy of Fashion Film Series finalist film, *Summer Wonder*
Starring Gemma Ward by Adam Murlat and Jesse Oldfield (C-Kol)

Get closer to the brightest talent as they shine on the big screen. Visit VAMFF.COM.AU/fashionfilmseries for a list of finalists.

METROPOLITAN MELBOURNE

AUSTRALIAN CENTRE FOR THE MOVING IMAGE (ACMI)

ACMI Cinemas, Australian Centre for the
Moving Image, Federation Square,
Flinders St, Melbourne 3000

Before Fashion on Film screenings,
Saturday 21 February - Sunday 8 March

Tickets: acmi.net.au

CAMEO OUTDOOR CINEMA

1628 Burwood Hwy, Belgrave 3160

Friday 20 February, 9 PM

Tickets: cameocinemas.com.au

CLASSIC CINEMAS

9 Gordon St, Elsternwick 3185

Wednesday 18 February, 7 PM

Tickets: classiccinemas.com.au

FED SQUARE

On the big screen, Federation Square,
Cnr Swanston St & Flinders St,
Melbourne 3000

On the big screen, Sunday 15 February
- Sunday 15 March

Screening times: fedsquare.com

RMIT UNIVERSITY SCHOOL OF FASHION AND TEXTILES

Building 516, 25 Dawson St,
Brunswick 3056

Friday 6 March, 6 PM

Tickets: rmit.edu.au/5

VIRGIN AUSTRALIA MELBOURNE FASHION FESTIVAL

Central Pier, 161 Harbour Esplanade,
Docklands 3006

Big screens on site during the Festival,
Sunday 15 March - Saturday 22 March

REGIONAL VICTORIA

BALLARAT MECHANICS INSTITUTE, COLLIDESCOPES - ART MEETS FASHION

117 Sturt St, Ballarat 3350

Saturday 21 February, 12PM,
3 PM & 6 PM

Tickets:
collidescopesartmeetsfashion.com.au

THE MEMO, YARRA RANGES COUNCIL

235 Maroondah Hwy, Healesville 3777

Sunday 15 February, 3 PM

Tickets: culturetracks.info

MILDURA WENTWORTH ARTS FESTIVAL

Mildura Brewery Theatre Club, 20
Langtree Ave,

Tuesday 10 March, 7:30 PM

Tickets: artsmildura.com.au

INTERSTATE

GOLDEN AGE CINEMA AND BAR

80 Commonwealth St, Surry Hills 2010

Thursday 5 March, 6 PM

Tickets: ourgoldenage.com.au

VAL MORGAN

Sunday 15 February - Sunday 15 March

Appearing in cinemas nationwide before
feature films

ONLINE

RUSSH TV

russhmagazine.com/russh-tv

Sunday 15 February - Sunday 15 March

CULTURAL PROGRAM FASHION WRITING SERIES



Mentorship Program

The Fashion Writing Series is a new mentorship initiative developed to support and amplify creative talent within the writing, journalism and blogging communities.

The Festival is thrilled to announce the 2015 Fashion Writing Series finalists and their mentors:

- / Kathryn Carter mentored by Dana Thomas, *Harper's BAZAAR France*
- / Hung Tran mentored by Mitchell Oakley-Smith, *Manuscript*
- / Simon Goncalves mentored by Janice Breen Burns, *VoxFrock*
- / Laura Gardner mentored by Yasmin Nguyen, *Vault New Art & Culture Preview Magazine*

Fashion Critique: Fact or Fiction?

Friday 13 March, 6:15 PM

The Wheeler Centre
176 Little Lonsdale St
Melbourne

FREE, RSVP at wheelercentre.com

Fashion design is an art like any other ... but serious critique is scarce, as is space to publish it.

The rise of social media has turned up the volume of talk about fashion, but is it too often reduced to 'I like it' (or the opposite)?

What are the benefits of slowing down the discussion, to make considered assessments and arguments - in writing - rather than just sharing images with a thumbs-up or down?

With Janice Breen Burns (*Voxfrock*), Yasmin Nguyen (*Vault New Art & Culture Preview Magazine*), and Paris-based journalist Dana Thomas (*Harper's BAZAAR, France*).

Gods and Kings: Dana Thomas in Conversation

Sunday 15 March, 4:30 PM

RMIT Design Hub
Lecture Theatre
Building 100

Corner Victoria &
Swanston Sts Carlton

FREE, RSVP at eventbrite.com.au

In the first decade of the 21st century, the fashion world was dominated by two very different but equally successful and turbulent figures. Dana Thomas' *Gods and Kings: The Rise and Fall of Alexander McQueen and John Galliano* tells the story of how John Galliano and Alexander McQueen changed the face of fashion.

Join the Festival in a candid interview session with this acclaimed Paris-based journalist.

Thomas will also be signing copies of her new release at the event.

BUSINESS EVENTS SERIES

TUESDAY 17 MARCH
AND WEDNESDAY 18 MARCH

#VAMFFBIZ

An internationally recognised series of business conferences
and networking events for the fashion, retail and design industries.

Feel inspired, be informed, and get close to new ideas. Learn about emerging
global industry insights and practices and expand your network contacts.
Hear presentations from local and international industry innovators with seminars
and forums taking place across a number of world-class venues at Crown.



BUSINESS SEMINAR

PRESENTED BY THE STATE GOVERNMENT OF VICTORIA
SUPPORTED BY WISH MAGAZINE

TUESDAY 17 MARCH

CONFERENCE HALL, CROWN CONFERENCE CENTRE
LEVEL 2, CROWN PROMENADE (ENTRY VIA WHITEMAN STREET)

FULL DAY SEMINAR
WITH INTERACTIVE PANEL SESSIONS PRESENTED BY LOGWIN
FROM 8:30AM UNTIL 4:30PM
\$600

MORNING SESSION ONLY
FROM 8:30AM UNTIL 2PM
\$450

Lessons from the Global Marketplace

The Business Seminar is the international connection platform where global thought leaders convene annually to share their experiences. Get up close with the industry's business and creative leaders with an engaging morning session with highlight speakers, followed by an afternoon session of dynamic and interactive boardroom-like panels.

Extract tangible takeaways from some of the most powerful and influential minds the global industry can offer. As always, the Business Seminar is a valuable networking experience that gets you close to the industry.

Hosted by David Meagher, Editor at WISH Magazine, The Australian.

FULL DAY SEMINAR

The Full Day Seminar includes a ticket to the Business Seminar presentations, morning tea and a networking lunch followed by two Interactive Panel Sessions, presented by Logwin, with afternoon tea in between.

MORNING SESSION

The Morning Session includes a ticket to the Business Seminar presentations and morning tea, followed by a networking lunch.



DAVID CHU

Global Citizen (USA)

A multi-disciplinary navigator of international brands, he leads businesses through design aesthetic, serving as both Creative Director and CEO at companies including Nautica (Founder), Tumi, and now Georg Jensen.



RUTH CHAPMAN

Retail Guru (UK)

As co-founder of luxury retailer MATCHESFASHION.COM, she has built an empire of style from a local store to a global business, synergising the online/offline customer experience and creating the future of omni channel retailing.



JAMES CURLEIGH

Innovative Business Leader (USA)

A driving force in energising and redefining big brands, with a career legacy of transformation across footwear, sportswear and lifestyle categories, he is now applying his vision to the iconic Global Levi's brand as President and Executive Vice-President.



JUSTIN THORNTON & THEA BREGAZZI

The Vanguards (UK)

Founders of internationally celebrated Preen By Thornton Bregazzi, style the icons of today with their polished, punk-inspired style, and innovative creations and collaborations. Worn by style setters across the globe, they create a unique offer.

MARKETING BREAKFAST

PRESENTED BY DELOITTE AND PRESSED JUICES
SUPPORTED BY BROADSHEET



WEDNESDAY 18 MARCH

7:30AM UNTIL 9AM
(DOORS OPEN 7AM)

PALLADIUM AT CROWN,
LEVEL 1, CROWN TOWERS
(ENTRY VIA WHITEMAN STREET)

\$140

Over breakfast, industry leaders in marketing and communications present progressive communications and branding strategies, and share practical insights to improve your business.



JAMES CURLEIGH

Executive Vice President and President
Global Levi's (USA)

James Curleigh is responsible for managing the strategic direction and execution of Levi's Global brand. He is passionate about building and expanding consumer brands and leading exceptional teams, and he has translated this to a track record of consistently strong results throughout his career.

Hosted by Russel Howcroft, Executive General Manager at Network TEN; with Twitter and live Q&A facilitator, Margaret Zhang; Founder/Creative Director at ShineByThree.



MARTIN NEWMAN

CEO Practicology (UK)

A global thought leader in the world of multi-channel, ecommerce and organisational design, he has headed eCommerce at Burberry and Harrods and consulted to some of the world's best brands as Founder and CEO of Practicology UK and Australia.

FASHION INDUSTRY FORUMS

PRESENTED BY NOVION PROPERTY GROUP
SUPPORTED BY RAGTRADER

WEDNESDAY 18 MARCH

CONFERENCE HALL, CROWN CONFERENCE CENTRE
LEVEL 2, CROWN PROMENADE
(ENTRY VIA WHITEMAN STREET)

\$40

FORUM 1
FROM 11AM UNTIL 1PM

FORUM 2
FROM 3:30PM UNTIL 5:30PM

A facilitated conversation with inspiring Australian fashion and creative identities exploring local industry topics in an intimate panel discussion format.

FORUM 1

From 11AM until 1PM

Mass Intimacy - Customer to Customer Endorsement, Amplification, and Recommendations... Let's Talk.

Stay-tuned for the announcement of more stellar Fashion Industry Forum speakers to come. Hosted by Glynis Traill-Nash, Fashion Editor at The Australian.

FORUM 2

From 3:30PM until 5:30PM

The Sell Out - Stay True to your Creative Vision; Here's Why.



ASSIA BENMEDJDOUB

Editor
Ragtrader



YASMIN SEWELL

Creative Director
être cécile and Paper Mache Tiger



LISA MESSENGER

Founder and Editor-in-Chief
Collective Hub



MARGARET ZHANG

Founder / Creative Director
ShineByThree

BAZAR

TIFFANY & CO. NATIONAL DESIGNER AWARD

SUPPORTED BY HARPER'S BAZAAR

MELBOURN

MELBOURN

MELBOURN
FASHION
FESTIVAL

BAZAR

TIFFANY

MELBOURN



WHO WILL BE CROWNED THE NATIONAL DESIGNER OF 2015?

A selection of the most talented designers in Australia, will vie for the prestigious title that has helped to propel the careers of many Australian greats including Dion Lee, Josh Goot, Romance Was Born, MATICEVSKI, Yeojin Bae, CHRISTOPHER ESBER, FROM BRITTEN P/L and STRATEAS.CARLUCCI.

Who will be next?

VISIT VAMFF.COM.AU IN MARCH TO SEE ALL THE
FINALISTS AND THE 2015 WINNER

CORPORATE HOSPITALITY PACKAGES



The Festival is excited to offer tailored entertainment packages that provide you with the opportunity to be part of the alluring and often unseen world of fashion.

The Festival's Corporate Hospitality Packages offer a memorable evening of high glamour, entertainment and premium dining for you and your clients, colleagues or friends.

For more information or to talk about your next hospitality experience, please contact the Festival.

corporatehospitality@mff.com.au

+613 9654 5599

FLY IN AND SHOP



Virgin Australia will get you even closer this year.

Book your place at the 2015 Festival with Virgin Australia Holidays, and experience the glamour of Melbourne like never before with exclusive VIP money-can't-buy access.

Escape to Crown and enjoy day spas, award-winning restaurants, stylish bars and entertainment right on your door step.

virginaustralia.com.au/vamff

PRE AND POST SHOW ENTERTAINMENT



ARRIVALS HUB

Mingle with friends at the Festival's Arrivals Hub at Central Pier. Indulge in a curated collection of coveted pop-up retail stores; snap up all the best beauty advice at the Priceline Pharmacy Beauty School.

MITCHELTON WINE BAR AT WOOLSHED

Located in a magnificent heritage building right on the water, the Mitchelton Wine Bar at Woolshed is the perfect place for a pre, or post, show drink.

Serving the finest Mitchelton wines, including sparkling wines, the Woolshed also offers fine bistro style meals influenced by traditional pub fare.

Open daily from 12PM til late.

Shed 9, T18, Central Pier, 161 Harbour Esplanade, Docklands

For bookings phone +61 3 8623 9641 or email
eatndrink@woolshedpub.com.au



FASHION BITES

There are some fabulous venues at the Festival's Fashion Precinct that will get your taste-buds going.

You can't beat Alumbra at the top of Central Pier for 360-degree views. Indulge with their famous gourmet BBQ as you relax, surrounded by water, before or after a runway show.

If Italian is more your thing, check out Va Bene - the place to be for authentic food and captivating city views. The experience of good food and fine wine can be heightened by Va Bene's casual alfresco dining options.

FESTIVAL SOUNDS

Experience live music from a collection of bands and DJs at the Festival's Fashion Precinct throughout the week, featuring Cut Copy DJs, and Runway Music Directors Will Pyett and Jonny Seymour.

Visit VAMFF.COM.AU/festivalsounds to find out what is on each night.

SPECIAL EVENTS



FASHION LAW BREAKFAST

PRESENTED BY K&L GATES
THURSDAY 19 MARCH
7:30AM TO 9AM
K&L GATES
LEVEL 25, 525 COLLINS
STREET MELBOURNE

A panel of expert speakers will explore the legal options available to fashion designers when they discover that their creations have been copied. How close is too close?

RSVP: Please email melbourne.rsvp@klgates.com or call us on +61 3 9640 4391 by Monday 16 March klgates.com



INHABIT

AT DONCASTER WESTFIELD
LEVEL 1 IN THE HIGH
FASHION PRECINCT

At Doncaster Westfield Level 1 in the High Fashion Precinct Doncaster Westfield Shop in luxurious style at InHabit, Doncaster Westfield. A standalone retail experience featuring leading Australian designer labels, InHabit will welcome 2014 Tiffany & Co. National Designer Award winners, STRATEAS.CARLUCCI, as the designers in residence for the month of March.



CITY OF MELBOURNE

The City of Melbourne offers the fashion fix you crave. A fashion playground for maestros of style, the best local and international designers showcase their latest wares.

Take a wander down Bourke Street Mall and Get Close to fashion with our 2015 installation.

We're offering major prizes and daily spot prizes for those most daring, visit VAMFF.COM.AU/cityofmelbourne for more information.

VENUE DETAILS



CENTRAL PIER

Shed 9 and 14,
161 Harbour Esplanade, Docklands

Tram Routes: City Circle Tram, 70 & 86
Stop D2, Central Pier

Train Station: Southern Cross Station

Wilson Parking: 800 & 818 Bourke
Street, Docklands

CHADSTONE - THE FASHION CAPITAL

1341 Dandenong Road, Chadstone

Bus Route: 903 from Oakleigh or
Holmesglen Stations

Train Station: Oakleigh or Holmesglen
Stations

CROWN

8 Whiteman Street, Southbank

Tram Routes: 96, 109 & 112
Stop 124A, Casino/MCEC/
Clarendon Street

Train Station: Southern Cross Station

MALVERN CENTRAL SHOPPING CENTRE

110-122 Wattletree Road, Malvern

Tram Route: 5 & 16
Stop 54, Glenferrie and Wattletree
Roads

Train Station: Malvern Station

MALVERN TOWN HALL

Corner High Street and Glenferrie
Road, Malvern

Tram Route: 6 & 5
Stop 44, Glenferrie Road

Train Station: Malvern Station

NATIONAL GALLERY OF VICTORIA

180 St Kilda Road, Melbourne

Tram Routes: 1, 3, 5, 6, 8, 16, 64, 67 & 72
Stop 14, Arts Precinct

Train Station: Flinders Street

Wilson Parking

Park in style - with Wilson
Parking's 'Book a Bay' online
booking service, you can
pre-book a space at a Wilson
Parking car park before you
leave your home or office. Visit
wilsonparking.com.au to find
out more.

THANK YOU

There are so many people who make it possible to put on the Virgin Australia Melbourne Fashion Festival. From the designers, retailers, and brands, to Virgin Australia and The State Government of Victoria, and to all our brilliant partners, and suppliers - you contribute so much to bringing the Festival to life.

Specifically, we would like to thank the dedicated teams from AMPR, Austage, Atlantic Group, Event Gallery, GPY&R, KPMG, Lucas Dawson Photography, Sense6 and Coleby Consulting who help the Festival team year round.

To our amazing volunteers, who lend their time and talent to make the Festival such a world-class event; and, of course, to each and every attendee. Your support means the world to every member of Australia's fashion family. The industry thrives because of you.

BOARD OF DIRECTORS

- | | |
|-----------------------------|-------------------------|
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| / Janice Breen Burns | / Sue Lloyd-Williams AO |
| / David Briskin | / Jacquie Naylor |
| / Launa Inman | / Karen Quinlan |

FESTIVAL TEAM

- | | |
|---|--|
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The Virgin Australia Melbourne Fashion Festival is managed and produced by Melbourne Fashion Festival Ltd.



**Found a
killer outfit
at the Festival?
We have
just the place
to wear it.**



Create your own Playlist at **PlayMelbourne.com.au**



Exploring

You're here for fashion and we know you're into style. So make time to explore the cafes, markets, bars and fancy spas of Melbourne and its surrounds – you will be spoilt for choice.



Captains of Industry

Bespoke footwear. Straight razor shaves. Japanese selvedge denim. Leather accessories. Captains of Industry has plenty of things you don't necessarily need, but want so much that they become a necessity.

Somerset Pl, CBD



Sensory Lab Specialty Coffee

This innovative coffee-tasting space won't just wake you up, it'll awaken your awareness of all things coffee. The lab offers a variety of brewing methods, do-it-yourself hardware, sensory tests with tasting notes, and just about any other java-related thing you can think of.

Little Collins St, CBD



Rose Street Artists' Market

Hidden away amongst a patchwork of red brick buildings and bluestone laneways is an artist enclave seen nowhere else. Fitzroy's Rose Street Artists' Market hosts dozens of stalls that display the wonderful results of countless studio hours of toil and love. Artists come here to present their own ideas of jewellery and art, fashion and homewares and everything in between.

Fitzroy



NGV International

The National Gallery of Victoria is Australia's oldest and pre-eminent public art museum, hosting blockbuster exhibitions alongside one of the world's finest art collections. Be prepared to be emotionally and cerebrally enriched.

St. Kilda Rd, Melbourne



Naked in the Sky

In the heart of Fitzroy, there's an unassuming Victorian building which, when entered, opens up a world of tasty and cheap Spanish pintxos. This is Naked for Satan. Take the elevator up a few floors and you'll discover Naked in the Sky. This wonderful viewing deck, restaurant and bar gives you all the flavour of Fitzroy in one delicious gulp.

Fitzroy



Venture beyond

We have you surrounded. Only 90 minutes from Melbourne in any direction lies the best in wineries, produce, natural wonders, spas and then some more food and wine. Step outside for some fresh thinking.



Domaine Chandon

Established by French champagne house Moët & Chandon, this winery produces world-class sparkling wines just a short trip from Melbourne. Which is worth celebrating. Good thing there's plenty of bubbly around.

Yarra Valley



Lake House

This six-acre retreat includes an award-winning restaurant, lakefront terraces, an array of artwork, a spa and a kitchen garden with herbs and edible flowers. That's right. You can smell the flowers. And then eat them. By a lake. Or on a jetty.

Daylesford



FESTIVAL PARTNERS

PRINCIPAL PARTNER



GOVERNMENT PARTNER



MAJOR PARTNERS



EVENT PARTNERS



FESTIVAL PARTNERS

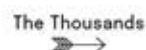
OFFICIAL PRODUCT PARTNERS



SUPPORTING PARTNERS



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A promotional poster for the Virgin Australia Melbourne Fashion Festival. The background is a solid light purple. Two models are featured in dynamic, overlapping poses. The model in the foreground is wearing a white long-sleeved top and a dark skirt with bold horizontal stripes in blue, white, and orange. She is wearing black pointed-toe pumps and has her hands raised near her face. The model behind her is wearing a black top with a bright green and pink abstract pattern and a dark skirt with horizontal stripes. She also has her hands raised. The text 'GET CLOSE' is written in large, white, sans-serif capital letters across the middle. In the top left corner, the Virgin Australia logo is above the text 'australia MELBOURNE FASHION FESTIVAL'. Below this, the dates '14' and '22' are shown with a horizontal line between them, and 'MARCH 2015' is written below the '22'. At the bottom, a black bar contains the event name and ticketing information in white.

Virgin australia

MELBOURNE
FASHION
FESTIVAL

14

22

MARCH 2015

GET
CLOSE

MELBOURNE

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