

**MELBOURNE'S MOST SOUGHT
AFTER LABEL LANDELL MODELED
BY CELEBRITIES AND MOVERS
AND SHAKERS!**

Hot show stopping fashions featuring some of our most influential personalities. 100% Melbourne made. **LANDELL** the brand that celebrities and fashionistas adore. Be there at Melbourne Spring Fashion Week as **LANDELL** launches into the spotlight with five spectacular 'Pop Up Fashion Shoot' events!

We are all about the Melbourne woman, her lifestyle, culture and fashion.

**MELBOURNE
SPRING
FASHION
WEEK
2009**

LARA SHANNON: Heading up the 'Keep Australia Beautiful' campaign and Eco Chick.
METALLE BALOT: Miss World Victoria ambassador 2009. **SHEREEN KIDDLE:** Marketing marvel of Milkk PR. **CHANTELLE RALEIGH:** Recently voted our favourite WAG currently studying health science and aesthetic education. **TORI BALLENTINA:** Multi talented this recent graduate has already worked with some of Australia's top musicians and designers.

Monday 31st August 11am-12pm: GALA AT THE GALLERY. A spectacular way to launch MSFW with this the very first event. Melbourne's high fashion and culture combine as models showcase Fantasy Gala Gowns at 'Forward Surge' Southbank.

Tuesday 1st September 11.30am-12.30pm: EXPLORE THE FASHION ARTERY of Melbourne, the life blood of local fashion. At the Nicolas Building's Cathedral arcade our ladies strut their stuff in elegant sassy day wear. Sophisticated and cool.

Wednesday 2nd September 5pm-7pm: COCKTAIL O'CLOCK. Find the LANDELL models sipping on the finest cocktails at Melbourne's unique Croft Institute. Sexy glamazons flank our half naked male model. Free drinks for media.

Thursday 3rd September 10am-12pm: FIND ME AT MOO. Business and pleasure combine at Melbourne's Money Order Office; LANDELL ensures the women dress for success. Silk figure hugging separates and sensual fabrics.

Sunday 6th September 11am-12.00pm: MEET ME AT ST PATS. Landell's posy will gather to worship fashion at the gates of St Patrick's Cathedral. Great spring frocks and headwear welcome spring.

For further details and information please contact Lisa Defazio E: deefazio@bigpond.net.au
M: 0409 365 505

Designs
LANDELL.
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