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“MELBOURNE FASHION DIRECTORY” –

A resource book compiling Melbourne’s most prominent in all aspects of fashion.

Melbourne (Feb 24th, 2010) – Melbourne Fashion Direction, a quintessential annual resource book containing and connecting the city’s highly established, as well as rising, fashion talents, **will kick off the launch of its first issue during L’Oreal Melbourne Fashion Festival Week.** MFD will be updated and published annually in order to reflect and encompass the ever-changing fashion industry.

The highly anticipated first issue of MFD is the creation of a **collaborative effort among Founder and Editor-In-Chief, Angelique Max, Monique Max (Editorial Director), and the legendary artist, producer, and fashion icon, Maripol.** This launch is made possible thanks to the following **gracious sponsors: Marc Jacobs, Maripol, Vendula Pribylova, and Black Phoenix.**

Angelique Max explains, “After having worked as a fashion stylist and trend consultant in New York for over 13 years, I noticed a void in the Australian market when it came to fashion resources for editorials, advertising, and production. There wasn’t a go-to book to help people in the fashion industry find each other. That’s when I was inspired to connect people—to create MFD.”

Melbourne Fashion Directory features those working in all arenas of fashion and all stages of production, including stylists, photographers, illustrators, art directors, set designers, and many other services necessary to fuel the industry. Each fashion shaper listed in the book also has the opportunity of showcasing their aesthetic by including images from their portfolio.

The Directory goes one step further than this simple connection of creative minds by **including exclusive interviews** that offer an insightful understanding of the drive behind Melbourne’s most accomplished, such as: **Alpha 60, Bec Winnel, Belinda Zollo, Chelsea Scanlan, Cory White, Disce Mori, Justin Ridler, Natalie Wood, Nicole Collins, Spike Hibberd, Tony Maticevski** and many more.

MFD is a cutting-edge direct contact list and will quickly become the go-to book for the Melbourne Fashion Industry. It will be sold at **Magnation and select boutiques and hotels in Melbourne.**

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For more information, please visit www.MFDirect.com.au or email info@MFDirect.com.au