



TRINITY COLLEGE FOR WOMEN NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

**FASHION DESIGNING
ODD SEMESTER**

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CONDUCT OF FASHION SHOW



WHAT IS FASHION SHOW?

Fashion shows are a channel of communication between fashion designers and customers where designers showcase new ideas through merchandise on live models.



INFLUENCE OF FASHION SHOWS:

- Apparel manufacturers need a platform to promote products to the target audience.
- Fashion shows play a vital role in marketing clothes and conveying recent fashion trends.
- Nothing is constant in fashion. Designs and styles keep changing.
- Fashion shows help in creating interest among the public to spread awareness about new arrivals in design and style.



- ✓ Fashion designers forecast trends. They attend trade shows or visit manufacturers to select fabrics and trims.
- ✓ Designers conduct fittings and adjustments on samples of their designs and the end product is marketed to clothing retailers.
- ✓ Fashion designers aim at inspiring the target audience to purchase the products.
- ✓ Through these shows, fashion designers can express their creative skills and talent in designing various types of clothes. The individual talent of designers is exposed and they get an opportunity to promote their creations.



Fashion shows not only market products to the target buyer but also target fashion journalists and apparel manufacturers. Most fashion shows aim at buyers from department stores, major markets, fashion journalists and wholesalers. Apparel manufacturers get inspired from the photographs and videos of fashion shows to produce affordable clothes.



10 steps involved in the conduct of the fashion show:

1. Find A VENUE & THEME
2. Get Some Models
3. Find Hair And Makeup Artists For The Models
4. Get A DJ For Music
5. Create And Design Outfits That Go With Your Theme
6. Send Out Formal Invitations Or Put Flyers And Posters In Your Town
7. Set An Admission Price And Sell Tickets
8. Decorate Your Venue
9. Backstage, Help Direct The Artist And Models On What They Need To Do And Help Them Get Ready
10. Time For The Show!



FOLLOW-UP OF SHOW:

After show had finished, we have to check whether all the properties (garments, accessories, Tags, background materials) were returned properly. Check whether all bills were paid.



THANK YOU

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