

ACTIVITY: LET'S PLAN A FASHION SHOW

SELECTING WHAT'S RIGHT FOR ME (WARDROBE PLANNING)

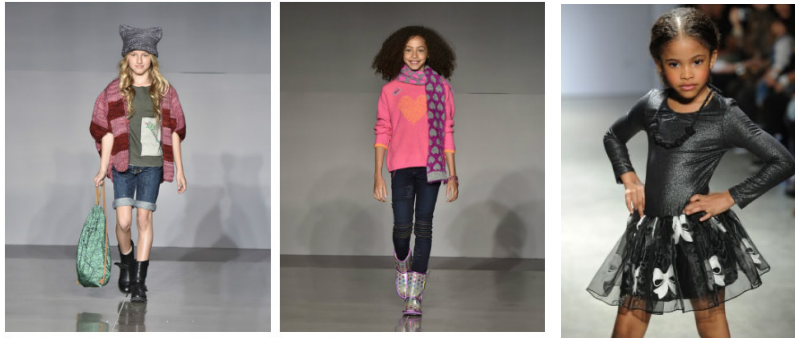
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Activity: Let's Plan a Fashion Show

Selecting What's Right for Me (Wardrobe Planning)

Project	• Plan and direct a fashion revue
Outcome:	



Have you been a part of a fashion show/revue as a participant, modeling your own garments?

Have you ever thought about being the 'director' - the person who plans and directs a show? Whether you are part of a group that puts together a fashion show or become the director, knowing what it takes to organize one will help lead to a successful show.

This activity will indicate the multiple steps in planning and directing a fashion show/revue and includes a checklist that can be used when you plan your own.



STEPS TO PLANNING A FASHION SHOW (REVUE)

Decide the purpose of the show. The first step in planning any fashion show is to determine your 'Why.' There are many different reasons to have a fashion show. This may include:

- Raise funds for a specific cause
- Show new fashions of a retail store
- Provide a venue for youth to model clothing they have made or bought and coordinated (sometimes called a fashion revue or fashion sense)

Find a venue (place). You will need a place with lots of seating that can accommodate a runway with a speaker system.

- For a local fashion show, the most common places to hold them are schools and event centers.
- Oftentimes, a school will have a stage where you can build a runway.
- Remember, if you want to have a successful fashion show you will need to have practice sessions.
- Make arrangements with your venue to have rehearsals.
- Make sure the venue has a private place for models to change and possibly check their hair and makeup.



Choose a date and time. To have a successful fashion show, make sure you pick a date and time when other events are not taking place or consider having a show in conjunction with another event.

- Decide whether you want to have a daytime or evening show.
- Fashion shows are often very short events, lasting from 15 minutes to 30 minutes.
- The time may depend on your theme and your audience.
- If your theme is summertime, you might opt to have your show outside during the day.
- If you do opt to have an evening show, consider having some type of entertainment such as a entertainer, DJ or band.

Decide on a theme. All fashion shows are centered around a general theme.

- A theme could be fall fashion, summer fashion, or fun with fashion.
- The music, lighting, and decorations will have to go along with this theme.

Decide on a budget. If you are coordinating a fashion show to raise money for charity, you may want to keep costs as low as possible.

- Consider donations from local businesses to defray the cost of a fashion show.
- Decide on a price for tickets. These will be the primary means of making money for a charitable cause. Remember, the price of tickets should be enough to cover costs of the show plus enough to reach a desired profit or donation goal.
- If you are not selling tickets such as for a fashion revue, find out how much you have to spend on props, etc. and/or get donations for your costs from local businesses. If you are part of an organization putting on the fashion show, they may have funds available to cover your costs.



Consider what type of lighting and music you will need. These will depend on the theme and venue/place you are having the fashion show.

- A venue may have a lighting system in place for you to use.
- Music should go along with the theme of the show. For example, a show featuring summer wear should have upbeat and bright, happy music.
- Regardless of the theme, the music should have a good beat for models on the runway.

Other Items to Consider in Producing a Fashion Show:

- **Merchandise/Clothing** – If having a fashion revue highlighting garments that individuals have made or coordinated, you will have the merchandise you need. Otherwise, contact local fashion stores to arrange to borrow clothing to use.
- **Models for the Show** – You are probably part of an organization where you can find individuals who would like to model fashions. Make sure you receive a commitment from them as well as the sizes they wear. You will also need to set up a time for them to go to the fashion stores you are using to try on what they will wear.



- **Hair and Make-up** – Consider asking a local hair salon if they will provide their services to fix the hair and make-up of your models. This will add an incentive for the models as well as good advertisement for the hair salon.

- **Fashion descriptions** – As part of a fashion show, the emcee will describe what is being modeled. This will require writing basic descriptions which include such things as color, style features, etc. You may also want to include a little information about each model as they come on stage. If using merchandise from a fashion store, be sure to have your models or someone from the store to help you write the descriptions. If this is a fashion revue, you can have the individuals who are modeling their own garments write the descriptions. To make it easier, provide them with a card that has key words to fill in.
- **Behind-the-Scene Personnel** – It takes a team to produce a fashion show. This includes a backstage manager to help the models get on and off stage, dressers that will help models change clothes if they are modeling more than one garment, a person to be in charge of the lighting, and one for music.
- **Emcee** (Master or Mistress of Ceremony) – This is someone who has a dynamic stage presence which can be local fashion store owner, local radio station personality, or other person that matches your needs.
- **Promoting your Fashion Show** – You may have a captive audience of parents and interested community members if you are doing a fashion revue such as a 4-H revue. Otherwise, you will need to promote your fashion show through flyers, radio announcements, newspaper articles, and forms of social media. You will want your team to sell tickets as well.



- **Props** – In order to set the stage for a successful fashion show, you will want to use props and/or a backdrop related to your theme. If you are part of an organization, you can call on individuals who are artistic to actually create a backdrop or props. You can also borrow props from a local retail store such as a furniture/accessories store. You might also consider having a garden center provide plants and potted flowers.

Now it's time to get going and start planning your next fashion show. Use what you have learned and the following planning guide-sheet to help you in the process. Remember, it takes a team to have a successful event. So, your first step is to form an exciting team where the members have a passion for fashion and being part of a fantastic event!!!

FASHION SHOW PLANNING	
Purpose and Theme	
Venue (Place for Show) Is Runway available, proper seating, dressing room area	
Date and Time	
Budget (How much will I need to produce the show; ticket price, donations)	
Music (Type, Equipment, Who is in charge)	
Lighting (what is available and/or what will I need)	
Merchandise (what stores will I contact)	
Models (who will be my models; what are their sizes if using fashions from a local store)	
Hair and Make-up (Will I use a local hair salon, if so who)	
Commentary (Fashion description) Writers (who will write the descriptions of the garments)	
MC (who will narrate the show)	
Behind-the-Scene Personnel (Backstage, dressers, lighting and music manager)	
Promotion (how and where will I promote the show)	



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