

Fashion Events

This essay will talk about the historical development of fashion events, the context of the planned events within fashion events and their classification as well as the different roles that may play a part in the fashion events. Them being private, public and non profitable.

Fashion shows became very popular events over the years since they've began. Now days brands and designers organise the most extravagant shows that can last a whole week. Those are called fashion weeks and it is mad to think about how approximately more than 230,000 people attend those events and that is the statistics of a New York Fashion Week event on it's own.

There are four major cities where the biggest fashion events happen and those are, Paris, Milan, London and again New York.

Fashion events have been good for the economy of the cities that they get hosted at, for example the NYFW generates around 900million dollars which then goes towards the cities economy.

Beginning with the historical development and how it formed the fashion events to the popular events everyone promptly interested in fashion attends now days.

Firstly, fashion events go all the way back to the early 1860's. It was when an English designer used real life models instead of mannequins to show of his designs for the first time ever.

This then led to so called "fashion parades" to occur, over times they became really popular in London and New York which are two of the major fashion week cities.

However the fashion parades weren't as big and extravagant as today's fashion events, one of the reasons for that is because they were private events and were specially made for the buyers.

After the WWII, the fashion world has changed significantly and it opened up to larger audiences, same as began to seek publicity which is something that wasn't done before due to designers fearing that their designs ending up in the public eye will result in them being copied by other people.

In 1988, the very popular designer called Yves Saint Laurent set a runway show in a sold out stadium. He set it exactly a day before the huge sporting event that is World Cup and managed to televise the show to over 1.7 billion people.

Fashion events have been and still are very appealing types of events to a range of audiences of different races, nationalities and genders as they all shared one interest.

The whole context of fashion events still remains under deep research despite them being different from the usual non fashion based events such as the economic and societal events.

Despite their noticeable differences from other events, planning and bringing fashion events to life can help with a successful brand destinations .

An example for that is when the New York fashion week boosted the visitor numbers significantly and also went as far as to force well knows debates on the contributions that fashion and design sectors can get identity.

Moving onto how fashion events started evolving more from the very first couture collection launch to how people also used fashion shows to create a memorial for a tragedy.

Going back to 1947 when Paris was a focus of controversy and when the first ever couture collection launched, created by no other than Christian Dior.

This first couture collection was given the name “The New Look”.

This launch was the peak for Paris within fashion as it re-established the city as the centre of the fashion world.

It was the start of how Paris began to be known for the city of fashion.

People praised the debut of New Look not just for the stunning clothing designs but also for the presentation and the extravagant theatricals of it all. (*Walford 2008*)

From the research that were made for this topic, the attendees of the show were the literal eye witnesses to what was the revolution of fashion and to the revolution in the way that fashion started to be presented. (*Ballard, 1960 : 237*)

Before the Great War, it was the time where fashion shows started to evolve and were produced by the couturiers such as Lucile, Paul Poiret and Jeanne Paquin.

“People went to fashion parade as their fathers have gone to play or to a private view of pictures” (*Laver 1937 : 91*)

Moving forward on the time line, where the proof for my earlier statements is on how people used a fashion show to create a memorial for a tragic event. In 2012 the 70th anniversary of the Bombing of Darwin, Australia took place. The city organised a programme for the creative and artistic projects that the goal of was supposed to create a remembrance upon the dark event.

Matilda Alegria came up with a fashion show under the title “A minutes warning” (*Frost and Laing 2013*)

This shows how fashion events evolved over the times since the 1860s and how they can have a positive impact on people.

On the other hand, some fashion events can be considered as not exactly fashion focused such as the Academy Awards. At the Academy Awards there are celebrities wearing clothing of different designers showing of their work.

Those sort of events can be partly classed as fashion shows themselves. In fact not only the Academy Awards but also very popular events like music awards that happen in so many countries across the world. Examples being, The Grammys, Golden Globe awards. (*Cosgrave 2007*).

Over the years, fashion shows have truly evolved into extravagant theatrical presentations people see today.

Now days, fashion events are so evolved that there is never enough creativity.

A German designer Karl Lagerfeld staged a fashion show in an airport terminals and a supermarket. He even took it upon himself to turn the Great Wall of China into an amazing catwalk.

(*CNN Style.16th December 2019. A short History of the fashion show*)

Moving on to the second question that is the context of planned events within fashion events.

There are certain steps that need undertaking in order to create a successful events of any type.

Following this structure helps to keep things in check and it will result in a successfully good outcome product.

From the research made it was shown that in order to create a successful fashion event you need to pick a excellent venue that is acceptable for the size of the event and the theme of the fashion show. The venue should complement that as it will also create an atmosphere that is just as important for the event.

To make sure that the show runs smoothly, you should have a good and reliable team formed for the whole process from organisation to the day of the show.

Your team should include a secretary, show producer, stylist, casting manager, treasurer and a

publicity officer.

Other than the reliable team, the event organisers should think about the guest list. Who will be the people that they invite.

To every fashion event, important or well known people get invited. Those people are usually, fashion editors, celebrities, influencers, fellow models, photographers, possible buyers, other consumers and journalist.

Inviting people from all those categories will help with the publicity for the show as everyone or majority of the ones invited will post about it on social media which will gain a lot of attention.

Especially the journalist who will make a whole story about the fashion show giving it some light and photographers who will take good quality pictures for everyone to see.

In terms of classification, in order for the show to have a successful outcome, the most important thing on the list to consider would be the venue and the least important would be setting up the guest list.

There are many roles played within creating fashion events but not only fashion events. The three main categories of those roles are private, public and non-profit or also known as the voluntary sector.

From the research that was carried out, the private sector that often works with fashion events is the private company called 'Coupang'. Coupang is a South Korean company that happens to be one of the worlds fastest growing e-commerce companies. Their services come under a selection of different merchandise that include fashion, baby products, beauty products and more.

Next is the public sector organisation called Tory Burch LLC. It is an American fashion label located in New York which happens to be one of the major cities where fashion events happen.

They were founded in 2004 by a designer Tory Burch.

Lastly, a voluntary organisation is the Fashion Takes Action. Fashion Takes Action is the Canadian non-profit organisation who establishes to promote the sustainability in industry of fashion.

They happen to do this through the power of education, spreading awareness about the matter and by collaborating with other companies or organisations.

REFERENCING TABLE

file:///C:/Users/44730/Downloads/10.4324_9780203102176_previewpdf%20(1).pdf	Routledge, Kim. M Williams, Jennifer Laing, Warwick Frost (2014) <i>Social conformity or radical chic? Fashion, design and Events</i> (accessed: 24 th November 2021)
https://edition.cnn.com/style/article/fashion-show-origins/index.html	CNN Style, Style Capital (2019) <i>A short history of a fashion show</i> (accessed: 24 th November 2021)
https://winkmodels.com.au/5-steps-planning-successful-fashion-show/	Wink Models Team, Taryn Williams, Anna Mace (2021) <i>5 steps for planning a successful fashion show</i> (accessed: 25 th November 2021)
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf	Amnesty International (2019) Student Guide to Fundraising with Amnesty, <i>How to Plan a Fashion Show</i> (accessed: 24 th November 2021)
https://www.fashionrevolution.org/key-organisations/	Fashion Revolution (2021) <i>Key Organisations</i> (accessed: 25 th November 2021)
https://fashiontakesaction.com/	Fashion Takes Action, Kelly Drennan, Nikki Byrne, Jenny Meya, Anna Copeland, Estelle Goodwin, Paola Silk, Jennifer Petursson, Sarah Perkonig (since 2007-2021) <i>Creating A Conscious Fashion Future</i> (accessed: 25 th November 2021)
https://www.toryburch.com/en-gb/?gclid=CjwKCAiA4veMBhAMEiwAU4XRr57_OEhG_1Ldt-zd2XmU6e4MmGQ7WKYWhpUf-on-YFbjaxSGs7L_WhoCVzYQAvD_BwE&gclid=aw.ds	Tory Burch (2021) <i>Public organisation</i> (accessed: 24 th November 2021)
https://www.coupang.com/	Coupang (2017) <i>Private organisation</i> (accessed: 26 th November 2021)
https://www.ventureradar.com/keyword/Fashion%20Events	Venture Radar (2021) <i>Top Fashion Events Companies</i> (accessed: 25 th November 2021)
https://fashionunited.com/landing/new-york-fashion-week/	Fashion United (2021) <i>New York Fashion Week, What is New York Fashion Week?</i> (accessed: 24 th November 2021)
https://stylecaster.com/how-to-get-invited-to-fashion-week/	Style Caster (2021) <i>How to get invited to a fashion week no matter who you are</i> (accessed: 25 th November 2021)