

# **Fashion Show Project Proposal**

In the fashion industry, one of the most innovative ways to promote merchandise is through a fashion show. Fashion shows have changed immensely since the 1800s and will continue to evolve as new technology is discovered. Though you are required to participate in one of the following committees:

Fashion Show Co-Directors  
Model Committee  
Merchandise Committee  
Staging Committee  
Public Relations Committee

for an in-depth hands-on experience, you will be limited on learning what type of activities and experience the other committees demand. Therefore in this semester long project, you will be creating a project proposal report that will give you an idea of each aspect of the various committees.

There are a total of 5 parts to this project. Each part will be turned in as set in the semester calendar. The entire project will be due at the end of the semester on May 1, 2013. The purpose of turning in each part separately is to check if you are on the right track so that you will have time to make any corrections or adjustment. The actual grading of the content will be done when the entire project is submitted.

Below are the 5 parts and their due dates

## **Part I: Director/Producer**

**Due: February 27, 2013**

1. You are to select a student designer currently enrolled in FSHD 2344 Fashion Collection Production listed below. The Collections class meets on Monday nights from 4PM-9:30PM and on Friday mornings from 9AM-2:30PM. Please make necessary arrangements to meet with a designer on Monday or Friday.

### **Monday**

Andre Redou  
Candis  
Carolyn Gotcher  
Claire Ferran  
Courtney Atchison  
Erika Self  
Felton Hunt  
JeTawn Ford  
Julio Sanchez  
Kuteka Hill  
Lindsey Anselmo  
Manzar Alizadeh  
Michelle Quan  
Nancy Bui  
Nicolas ChampRoux  
Patricia Dunn  
Rasheka Gomes  
Scholastica  
Tomika Price

### **Friday**

Adriana Hurtado  
Anielis Raas Lozado  
Christina Scott  
Falon Felscher  
Freddie Saucedo  
Jose Reyes  
Katie Haugaard  
Leighann Hyrc  
Nicholle Terry  
Phoenix Wilde  
Samantha Wollenberg  
Teresa Rangel  
Tiffanie Mayes  
Aniliza Williams  
Bianca Saucedo

The designer has hired you to produce their debut fashion show and you will need to get into contact with the designer to briefly interview them in order to understand their aesthetics. Some questions you might consider asking are:

- a. *What made you decide to become a fashion designer?*
- b. *What is your inspiration for this collection?*
- c. *What type of show do you envision for your collection?*
- d. *What type of designer are you? Women's Wear? Menswear? Couture?*

The designer profile will mostly be bullet pointed facts with 2-3 sentences introduction and photo. Be creative in your presentation!

2. Based on the interview with the designer, you will create a show theme and a budgeting expense report. The show theme should reflect the designer or collection. To present the show theme you are to create a mood board that will include the title of the show, influencing images and color cards. For the budgeting expense report, an example of report can be found in your textbook or on the CD-ROM included with your textbook. You may use the same format given in the textbook or add/eliminate an expense depending on the type of show you plan on producing. However, you still are required to hire a company or person who will head each committee.
3. This is to teach you some of the responsibilities and planning a director or a producer must go through before putting together an entire fashion show team. Preplanning is key so that there is no unnecessary expense.

## Part II: Merchandise Committee/Stylist

Due: March 6, 2013

1. Congratulations, you've just been hired by the producer to head the merchandise committee! You will begin coordinating with the designer to "pull" looks for the show. In this case, you will be doing paper preparation by documenting the 13 looks from your designer. The documentation should include a brief description of no more than 5 words of each piece in the look with sizing. Here is an example:
  - a. Look 1
    - i. Tan blazer, Size 4
    - ii. Skinny red ankle pants, Size 4
    - iii. White oxford shirt, Size 6
2. From there, you will complete 3 of the looks by pulling accessories and create look pages. Below are examples of what a look page may look like. Not only will you be creating look pages, you will make styling notes that will reflect how the look is to be worn by a model. Each look should be on its own separate page.
3. Lastly, you will create a line-up for the fashion show. This is the order of how the looks will be presented during the fashion show. A good line-up starts strong to captivate the audience and ends strong to leave an impression.



### Part III: Model Committee

Due: March 27, 2013

1. Now that you have the looks, it's time to hire the models that will walk the runway. You are to hire 6 models that will wear 2 looks each. Scour various modeling agencies for models that best fit each look. This means if the look is sized at a 10, it does not make sense to hire a model who wears a size 4. Provide a model card for each of the models hired and make note of which look they will be wearing in the show. This process is called a paper fitting. However, take notice of show order when matching model and looks together. This means that if one of the models is wearing the first look, the model cannot wear the second look. It is more reasonable for the model to wear the fifth or sixth look. Below is an example of what a model card looks like.



2. You can now check off models from your to do list. It's time to hire make-up artists (MUAs) and hairstylists. Research a company that can provide both or either services. After selecting your stylists, you are to create a Hair & Make-Up look page. This can be a collage of similar hairstyles and makeup that will serve as guide to the stylists of how each model is to look during the show.

### Part IV: Staging Committee

Due: April 10, 2013

1. Almost there! The staging committee is here to tie together all your hard work. Choose a venue where the show is to take place. Once you've selected a venue, draft a floor plan for the entire fashion show. Your floor plan should at least include: stage/runway, dressing room, seating, and designated area for DJ or sound crew. If you decide to have large displays as a backdrop and other like items, they must be included in the floor plan. Take notice of exits and the venue capacity as these are part of safety code regulations and you don't want the fire department or police to shut down the show.
2. Include photos of your venue. This will help you determine the setup of the show.
3. You don't want the models to walk to cricket sounds unless it fits the design of the show. Select a few songs that could serve as show music. Keep in mind that the songs should have a beat for the models to walk to and it should set the tone for the entire show.

### Part V: Public Relations (PR) Committee

Due: April 25, 2013

1. Now that you have a fashion show, who's coming to it? The PR committee is one of the most vital groups to show production. They get the word out about the show and attract the audiences that are the potential buyers. In this

part, you are to create graphics that will be consistently seen throughout the entire show production. This is almost like a recognizable logo that when people see it, it will automatically be associated with your fashion show.

2. A media kit is one of the best ways to advertise a fashion show and it should include: promotional photos, invitations and an official press release. An example of these can be found in your textbook and CD-ROM.

#### Final Submission

Due: May 1, 2013

All your hard work throughout the semester is finally coming to a close! You will combine all 5 parts into one report that is to be submitted for a final. This should not be difficult as you have already turned in the 5 parts for accuracy. At this time, your corrections and changes should be finalized. You must include a cover page, table of contents and your last name along with page numbers should appear in the header. This is a professional project proposal; therefore it should be in a presentation folder. No binders please.

Before submitting, consider the format and layout of your report. Be CREATIVE in the presentation of your report! You are in a creative and innovative driven career. Take pride in your work!!!

Below is what you will be grade on:

1. Cover Page (2pts.)
  - a. Name
  - b. Class
  - c. Professor
  - d. Semester
2. Table of Content (3pts.)
3. Part I: Director/Producer (20pts.)
  - a. Designer Information
  - b. Show Theme Mood Board
  - c. Budget Report
4. Part II: Merchandise Committee (20pts.)
  - a. Merchandise Pull
  - b. Looks Pages
  - c. Show Line-Up
5. Part III: Model Committee (15pts.)
  - a. Model Casting
  - b. Talent Hire
  - c. Hair/Make-Up Look Page
6. Part IV: Staging Committee (15pts.)
  - a. Floor Plan
  - b. Music
7. Part V: Public Relations Committee (20pts.)
  - a. Graphics
  - b. Media Kit
8. Overall Presentation (5pts.)