

FASHION SHOW

WHAT IS A FASHION SHOW?

A fashion show is an event organized by a fashion designer to showcase/ display their upcoming designs and accessories during Fashion Week. Fashion shows are organized every season particularly in the Spring/Summer and Fall/Winter seasons. This is where the latest fashion trends are made. The two most famous fashion weeks are Paris Fashion Week and New York Fashion Week, both of which are organized twice a year. The Milan, London and Berlin Fashion Weeks are also of global importance.

In a fashion show the models walk the catwalk dressed in the clothing created by the designer. The main focus in a fashion show is the dress created by the designer, which is highlighted by use of lights and special effects.

HISTORY OF FASHION SHOWS

In the past the designer showed their new styles and designs to clients through sketches. When the dress was ready it was displayed on wooden dummy, which were called fashion dolls. These dolls were decorated with different hairstyles and jewelry. Later, Charles Worth, the British designer came up with the idea of using living beings for showing new designs to the customers. When he opened his store his wife wore new designs. When this idea worked well he employed other people for this job. It was in 1911 living models were being used regularly for fashion shows.

PURPOSE OF FASHION SHOWS

Designers need a platform to promote new designs to the audience. Fashion shows play an important role in publicity of new designs and for displaying new fashion trends. Because fashion, designs and styles keep changing therefore fashion show is helpful in creating awareness about new arrivals in design and style.

These shows help to draw public attention. Fashion shows inform about recent changing trends and about what is new in fashion. Fashion shows help the fashion designers to express their creative skills and talent in creating new designs. The retailers and small scale designers/ tailors also learn about latest trends in the market which they can use include in their designs.

IMPACT OF FASHION SHOW ON SOCIETY

Fashion gives designers a chance to be independent in ideas. It boosts confidence in the wearer. Fashion is a form of expression for both the creator and the wearer. It helps people of similar aesthetics to bond.

FASHION SHOWS IN THE 21ST CENTURY

Few designers have attempted to modernize the style and presentation of fashion shows by integrating technological advances in experimental ways, such as including pre-recorded digital videos as backdrops. During the New York Fashion Week in the year 2014, designer Ralph Lauren presented his new Polo line for Spring 2015 in a water-screen projection in Manhattan's Central Park. Technological progress has also allowed a broader portion of the fashion industry's followers to experience shows. Similarly in 2010, London Fashion Week was the first fashion week

to allow viewing of its shows through live streaming. Live streaming of runway shows and mediated shows have now become common these days. Similarly famous designer Tom Ford created a music video with Lady Gaga for his Spring/Summer 2016 women's collection.