



How to Put on a Fashion Show: A Guide to Presenting Your Own Catwalk Collection (Paperback)

By Eric Musgrave

PAVILION BOOKS, United Kingdom, 2014. Paperback. Book Condition: New. 250 x 248 mm. Language: English . Brand New Book. Putting on a fashion show is not the preserve of big fashion houses. Anyone with creativity and some energy can put one on. There are some practicalities involved and this book takes you through them all, whatever your budget. How to find the right venue; getting sponsorship; designing and making your own clothes or acquiring clothes from designers and shops; finding the right models; how to market and promote the show; troubleshooting and coping when things don't go exactly to plan. The book has lots of practical advice and examples as well as case studies. Every question is answered, from what theme to choose for your show to music selections. Fashion shows are a key part of any fashion house or brand whether it's at New York Fashion Week, a start-up label, or a local college show. Being able to plan, schedule and be creative at the same time are the key skills of any fashion show producer. Whether it's a one-off show you want to do well or it's the beginning of a fashion career, this...



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