



HOW TO ORGANISE...

A FASHION SHOW

Equipment: Photographer, board (for writing on), clothes sorted into outfits and numbered, catalogue, tickets, iron and ironing board etc, accessories.

Lead time: 3-6 months - the longer the better.

Outlay: £300 plus.

Who the event is suitable for? Teenagers plus.

Frequency: Biannually, possibly annually.

Operating requirements: Someone to act as the host, people to look out for likely outfits to be modelled (visit charity shops), wardrobe, volunteers willing to act as models (both male and female and a variety of ages), people taking money at the end, suitable hall with staging, volunteer to take money from sales of clothes, volunteer to collect money/check tickets on the door, background music.

The venue

Some fashion shows are held in hotels where the decor and subtle lighting or large dining rooms or even ballrooms add to the general atmosphere. Halls and community centres would also be suitable. You have to try to gauge the size of the space you are likely to need, and what facilities are available - this should include plenty of chairs and somewhere for the models to change quickly. You can use the stage for modelling, but it would be much better to organise a catwalk down the middle of the audience. You could also consider a local shopping centre or town centre high street.

Time and date

This depends on what you are proposing to sell, as you should try to catch people at the start of the appropriate season. Most people prefer evenings.

The show

Ask local modelling agents or drama groups/schools if they can lend you staging blocks - or if they know where you can get some. Make sure the structure is safe - it should be about 2-2.5 feet above ground level, high enough for people to see the

models. Arrange the chairs round the catwalk in a U-shape. If you cannot get hold of staging blocks simply use the floor.

- Start collecting clothes and matching suitable outfits: daywear, work wear, eveningwear, weekend lunch wear, etc. Establish themes and have these in mind when collecting clothes for them. Try jumble sales, charity shops, ask people to donate clothes.
- Wash, iron and check clothes carefully for holes and repairs. Use the best quality you can find.
- Decide on how you will price the outfits.
- Organise a rail with similar garments to those being shown and price them accordingly.
- When recruiting your models make sure they are a cross section of sizes and ages so they will fit into the clothes you are trying to sell. You will need 6-8 people including probably a couple of male models and a child or two.
Make sure your models are clean and cheerful! Make sure your models do not walk too fast so that the audience can get a good view of the garments. Try to find time to rehearse the models and getting in and out of the clothes. Tell them where to walk, when to stop, turn etc.
- Compile a list of garments, who they will be modelled by and in what order and number them clearly. In a two to three hour show you will probably get through about 75-100 garments with more than one model on stage at a time.
- At the start of the show the host should introduce the show giving a brief run-down of the ingredients of the show. This should include information about why you are raising money.
- The host should introduce each model in turn and describe the clothes and give the size. At the end of this description give the price and ask people to put up a hand if they would like to buy.
- Each time a hand goes up a slightly higher price should be asked until there is only one bidder. The clerk who will have a copy of the hosts list should make a note of the name of the buyer and the price. If an item or outfit does not sell it could be put on a rail at the back for closer inspection later.
- At the end of the show the host should thank the models and the buyers and give information about how to pay for items at the end and that there will be items on sale on racks at the back.
- Taking the money will need at least 3 people - one to fold and pack the clothes with their number clearly identifiable, one to search the list and cross off the goods as they are paid for and another to take the cash.