
Graduate Certificate in Fashion Art Direction

Fashion Show Production

Fashion Show Production involves a multitude of key terms and vocabulary that are essential for success in the industry. Understanding these terms is crucial for fashion art directors to effectively plan, organize, and execute a fashion show. Let's delve into the key terms and vocabulary associated with Fashion Show Production:

1. **Fashion Show**: A fashion show is an event where designers showcase their latest collections on models walking down a runway in front of an audience. Fashion shows are an essential part of the fashion industry as they allow designers to present their creations to buyers, press, and the public.
2. **Art Direction**: Art direction in fashion show production involves overseeing the visual aspects of the show, such as set design, lighting, and overall aesthetic. The art director is responsible for ensuring that the creative vision of the designer is translated effectively on the runway.
3. **Runway**: The runway is a long narrow stage where models walk to showcase the clothing. It is the focal point of a fashion show and is carefully designed to enhance the presentation of the garments.
4. **Backstage**: Backstage is the area behind the scenes where models, stylists, makeup artists, and other crew members prepare for the show. It is a hive of activity with last-minute fittings, hair and makeup touch-ups, and final rehearsals taking place before the show.
5. **Casting**: Casting involves selecting models to walk in the fashion show. The casting director looks for models that fit the designer's aesthetic and vision for the collection.
6. **Rehearsal**: Rehearsals are practice sessions where models walk the runway to ensure they are comfortable with the choreography and timing of the show. Rehearsals are essential for a smooth and successful fashion show.
7. **Front of House**: Front of house refers to the area where the audience sits during the fashion show. It includes seating arrangements, lighting, and other elements that enhance the guest experience.
8. **Back of House**: Back of house encompasses all the behind-the-scenes operations that take place during a fashion show, including dressing rooms, production offices, and storage areas.
9. **Set Design**: Set design involves creating the backdrop and environment for the fashion show. It includes elements such as stage design, props, and decor that enhance the overall aesthetic of the show.
10. **Lighting Design**: Lighting design is crucial in setting the mood and highlighting the garments on the runway. Lighting designers work closely with the art director to create the perfect ambiance for the fashion

show.

11. **Sound Design**: Sound design involves selecting music and other audio elements to accompany the fashion show. The right soundtrack can enhance the overall experience for the audience and create a cohesive atmosphere.
12. **Hair and Makeup**: Hair and makeup artists are responsible for creating the looks for the models in the fashion show. They work closely with the designer and art director to ensure that the hair and makeup complement the garments.
13. **Styling**: Styling involves putting together the complete look for each model, including clothing, accessories, hair, and makeup. The stylist plays a crucial role in ensuring that the designer's vision is fully realized on the runway.
14. **Show Flow**: Show flow refers to the order in which the models walk down the runway and the overall pacing of the fashion show. A well-planned show flow is essential for keeping the audience engaged and showcasing the collection effectively.
15. **Tech Rehearsal**: A tech rehearsal is a run-through of the show with all technical elements, such as lighting, sound, and music, in place. It allows the production team to iron out any technical issues before the actual show.
16. **Call Time**: Call time is the designated time when all crew members, models, and other participants are expected to arrive for the fashion show. It is crucial for ensuring that everyone is ready for the show to start on time.
17. **Show Producer**: The show producer is responsible for overseeing the entire production process of the fashion show, from planning and budgeting to execution and post-show evaluation. They work closely with the designer and other key stakeholders to ensure a successful show.
18. **Budgeting**: Budgeting involves allocating funds for various aspects of the fashion show, such as venue rental, set design, staffing, and marketing. Effective budgeting is essential for keeping the production on track and within financial constraints.
19. **Sponsorship**: Sponsorship involves partnering with brands or companies to provide financial support or resources for the fashion show. Sponsors may receive branding opportunities and exposure in exchange for their support.
20. **Press Release**: A press release is a written statement that provides information about the fashion show to the media. It includes details such as the designer's inspiration, collection highlights, and show details to generate interest and coverage.
21. **Front Row**: The front row refers to the seats closest to the runway, typically reserved for VIPs,

celebrities, and industry insiders. The front row is considered prime seating for guests to get a close-up view of the collection.

22. **Run of Show**: The run of show is a detailed schedule that outlines the order of the runway presentation, including model lineup, music cues, and any special announcements or performances. The run of show helps keep the production organized and on track.

23. **Garment Rack**: A garment rack is a portable rack used to store and organize the clothing for the fashion show. Each outfit is typically hung on a separate hanger for easy access during backstage preparations.

24. **Model Lineup**: The model lineup is the order in which the models will walk down the runway. It is carefully planned to showcase the collection in the best possible way and create a cohesive flow from one look to the next.

25. **Dresser**: A dresser is a backstage assistant responsible for helping models change into their outfits quickly and efficiently. Dressers play a crucial role in ensuring that the models are ready to go on stage at the right moment.

26. **Fittings**: Fittings are sessions where models try on the garments to ensure proper fit and styling. Designers and stylists use fittings to make any necessary adjustments to the clothing before the show.

27. **Showroom**: A showroom is a space where designers display their collections for buyers and press outside of the fashion show. Showrooms provide an opportunity for closer inspection of the garments and facilitate business transactions.

28. **Sample Size**: Sample size refers to the standard size used by designers for creating garments for the fashion show. Models are typically selected based on sample size measurements to ensure a consistent fit on the runway.

29. **Fashion Week**: Fashion Week is a series of events held in major fashion capitals around the world where designers present their collections for the upcoming season. Fashion Week is a crucial platform for industry professionals to discover new talent and trends.

30. **Pop-Up Shop**: A pop-up shop is a temporary retail space set up by designers to sell their collections directly to consumers. Pop-up shops are often held in conjunction with fashion shows to capitalize on the buzz generated by the event.

In conclusion, mastering the key terms and vocabulary associated with Fashion Show Production is essential for fashion art directors to excel in the industry. By understanding these terms and their implications, art directors can effectively collaborate with designers, production teams, and other stakeholders to create memorable and successful fashion shows.