

**ITAA Special Topic Session Proposal
February 1, 2020**

A. Coordinator Information:

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B. Title of Session:

The University fashion show: Best practices to showcase student work

C. Type of Session:

Panel

D. Source of Submission:

Group

E. General content of session and names of presenters:

The university catwalk is often used as a promotional tool by programs to highlight their student designers. This panel will discuss the different types of fashion shows held at their own school and look at different business models which keep them going. Discussion topics will include: the goal of the fashion show, fundraising, garment selection, sponsorships, ticket prices, locations, audience, diversity/ethical considerations for models, sustainability, getting publicity, obtaining a venue, theme/branding, photography, developing a relationship between the students producing the show and the student designers, etc. We will also touch on motivating students, student roles and communication techniques. Some schools also extend their fashion show through museum exhibits or displays highlighting the best of show. Schools also differ on whether they offer a course on fashion show productions or if it is a student-led and run production. Panelists include a student who produced the fashion show at her school as an undergraduate for a different perspective on the discussion. We will also speak about whether the traditional fashion show model is needed in an era of social media.

Names of Presenters:

Lynn Boorady, Oklahoma State University

Gill Stark, Regent's University, London

Michael Mamp, Central Michigan

Jihyun (J.) Kim, Kent State University

Emily Schrimpf, Iowa State University

F. Benefit of Session to members:

Most apparel design programs have fashion shows to showcase their student work. We believe that by examining the different methods of putting on a fashion show that members will have the opportunity to reimagine what their fashion show could be. It is our hope that open discussion and a variety of viewpoints will help inform each other as to "best" practices now and in the future.