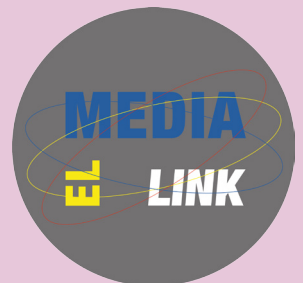


QuickStory : 5 fashion week



Thierry Mugler Ready-to-Wear Spring/Summer 1992 show



How did the fashion week become a *cultural event* ?

How did it *evolve* to what it is today?

History

Disruption



The organisations

CFDA

Chambre Syndicale de la Haute Couture

Camera Nazionale della Moda Italiana

British Fashion Council

Modelling agencies - Showrooms - Magazines -



History

New York - Milan - Paris - London

In 1943, the first-ever "fashion week," New York Fashion Week, was held, with one main purpose: to give fashion buyers alternatives to French fashion during World War II, when workers in the fashion industry were unable to travel to Paris. Until 1994, shows were held in different locations, such as hotels, or lofts.

While the war waged on, fashion publicist Eleanor Lambert made fashion history by seizing this opportunity to promote American designers. In an effort to create buzz and stay efficient, she invited media to a "New York Press Week," creating the Fashion Week we know today. Two years after this groundbreaking week, the Chambre Syndicale de la Haute Couture began requiring designers to create seasonal collections.

In 1958, under the National Chamber of Italian Fashion, Milan became the second city to establish a Fashion Week. Paris Fashion Week was officially organized in 1973 by the French Fashion Federation, and in 1984 the British Fashion Council followed suit with the creation of London Fashion Week. From the early 1990s on, several different sponsored Fashion Weeks occurred, eventually leading to the Fashion Weeks in the "Big Four" cities (and beyond) we know today.

Fashion Week's Long Runway

1800s

Private salon shows in Paris

1800s - present

1903

First U.S. fashion show (at
Ehrich Brothers department
store)

1943

NEW YORK FASHION WEEK*

Eleanor Lambert creates "Fashion Press
Week" in New York

1945

PARIS FASHION WEEK*

Seasonal collections required by
the Chambre Syndicale de la
Haute Couture

1958

MILAN FASHION WEEK

Milan Fashion Week gets its start
under National Chamber for Italian
Fashion

1973

Paris Fashion Week organized under
French Fashion Federation

1984

London Fashion Week

founded by British Fashion Council

*(not yet by name)

1990s / NY events become
colloquially known as "New York
Fashion Week," following London

1993 / Fern Mallis organizes "7th on
Sixth" in New York

2004 / "Olympus Fashion Week" held
by IMG

2007 / "Mercedes-Benz Fashion
Week" by IMG

Today / Independent and organized
shows happen in all 4 fashion capitals

infographique par:

FWO

Fashion Week Online





DIOR FASHION SHOW IN TEHRAN 1960'S



YSL 1976



HELMUT LANG 1990



VERSACE 1991



CLAUDE MONTANA 1992

CDG 1993





DIOR 1998



BALENCIAGA 2008



VETEMENTS 2016-17

New System



LONDON FASHION WEEK

Schedule

←

→

UPCOMING

DIGITAL

Matty Bovan

📅

Sep 18th

2020

14:30-14:44

BST

Watch

UPCOMING

DIGITAL

Church's

📅

Sep 18th

2020

16:15-16:29

BST

Watch

UPCOMING

DIGITAL

Kaushik Velendra

📅

Sep 21st

2020

12:30-12:59

BST

Watch

UPCOMING

CONVERSATIONS

RÆBURN

📅

Sep 20th

2020

16:45-17:29

BST

Watch

UPCOMING

Lupe Gajardo

📅

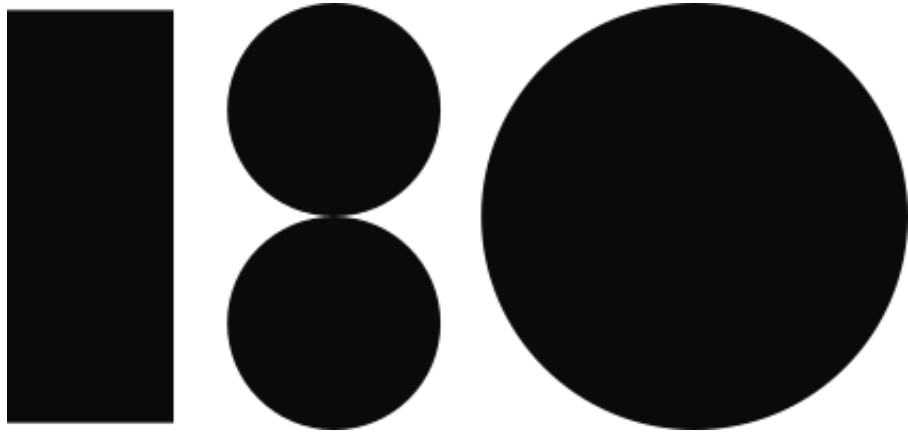
Sep 18th

2020

11:45-11:59

BST

Watch



180 STRAND



PITTI CONNECT

The platform that
expands and integrates
the experience of the
Pitti Immagine fairs



Designers

Collections

CODA RUNWAY360

SEARCH

LOG IN / SIGN UP

LIVE NOW

DESIGNER X

F/W 2020

SCHEDULE

FULL SCHEDULE OF EVENTS

9/14

9/15

9/16

4:00 - 5:00PM

12:00 - 1:00PM

3:30 - 4:30PM

11:00AM - 0:00PM

9:00AM - 10:00AM

DESIGNER 2

DESIGNER 3

DESIGNER 4

DESIGNER 5

DESIGNER 6

CATEGORY TYPE

CATEGORY TYPE

CATEGORY TYPE

CATEGORY TYPE


CATEGORY TYPE

CODA RUNWAY360

Schedule

Designers

Collections



COLLECTIONS

ALL DESIGNERS

SEARCH

FILTER

+

CATEGORIES

▼

BREAKING NEW GROUND

DESIGNER X

WOMENS S/S 2021

DESIGNER X

WOMENS S/S 2021

DESIGNER X

MENS S/S 2021

foundation built on alienation

surroundings are bleak, disconnected
from your inner peace

embrace your aching river until it starts
shedding its skin

no room for salvation

barely recovered, forever undefined

tell me there is nothing like homebound

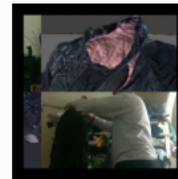
UP NEXT



VFILES RUNWAY PRESENTATION
VERHAEGEN "STYX"



VFILES RUNWAY PRESENTATION
Verhaegen Teaser



VFILES RUNWAY
PRESENTATION
VERHAEGEN

VFILES Runway 11

VFILES RUNWAY 11 in partnership with Depop went down at Barclays Center for the third time. "After an hour of nonstop fashion, the party could have devolved into a giant concert, leaving plenty of time for all the revelers to turn up," said VOGUE; who's editors were front and center with 1000 plus young fashion and music fans who jammed the venue as the







Community

9/10/2020

**TikTok, but make it
fashion: Introducing
#TikTokFashionMonth**

Social Media

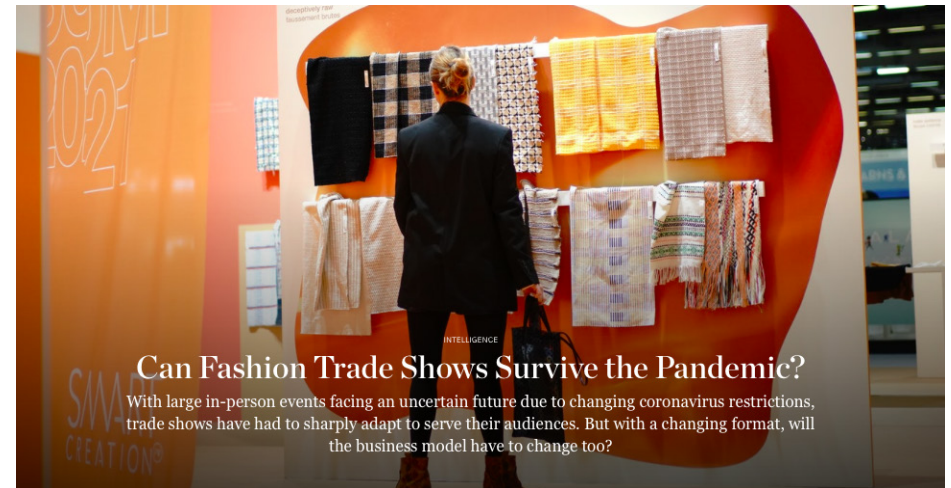


The BOF Podcast - Michael Kors on Why he left the Fashion Week

**BOF -
article**



THIS WEEK IN FASHION -

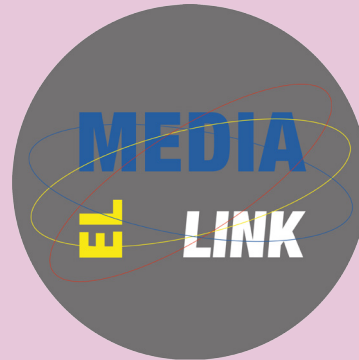


Can Fashion Trade Shows Survive the Pandemic?

With large in-person events facing an uncertain future due to changing coronavirus restrictions, trade shows have had to sharply adapt to serve their audiences. But with a changing format, will the business model have to change too?

Watchings/ Listenings/ Readings

This report was created by



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