

Research on Fashion Performance Show

Guilan Luo

Jiangxi Institute of Fashion Technology
Nanchang, Jiangxi, China 330201

Abstract—In the annual domestic and foreign fashion weeks, there will be new fashion development trends. Under spotlights, there are celebrities and well-known brands. There are many activities in the fashion week, such as, the knowledge lectures of business celebrities, exhibition of corporate culture, economic conferences of fashion and the visual feast - fashion show. Starting from the fashion launch conference, the paper has researched the overall process design of fashion conference, its site, T-stage design, model style and other details in order to play the visual cultural connotations of brands in the conference and feel the unique art design charm of brands. At the same time, the paper is intended to guide enterprises to dock with the world trend, find correct position for their brands and build a show suitable for their brand connotations.

Keywords—*launch conference; performance; show; model*

I. INTRODUCTION

The development of world economy and politics drives the prosperity of the fashion industry. As the main subject of daily consumption, the Europe with fashion as economic system continues to play the barometer advantage of fashion industry. Especially with the arrival of the international fashion week, the major brands will show their special fruits and strengths in the conference, such as, free and relaxed model performance on T-stage, fine fashion, artistic show design and colorful lights. A great visual feast is presented before our eyes. People's first impression on brands mostly relies on their impression on the show or their first consumption experience. In the launch conference, show design is very important. The author has paid a close attention to domestic and international fashion launch trends for many years. In recent years, the author has participated in the fashion week of college students. By watching several academically organized launch conferences, the author has deeply understood design links of many conferences. Due to improper site selection of conference, fashion style, match of fashion and model style, many launch conferences have disappointed the general public.

The paper starts from the perspective of mutual adaptation of fashion and environment and is carried out on the people-oriented principle. The author repeatedly watched the fashion launch conferences of domestic and international major brands. The paper has affirmed the design advantages of conference and made a detail analysis on the shortcomings of the conference. Some shortcomings were reflected by consumers. Wise enterprises will accept consumer opinions accordingly, and learn from others' strong points and close the gap. The paper has provided a profound and detail directional guidance

and detailedly analyzed the design strength of each link from indoor design of show site, environment arrangement, selection of models, fashion and style design, makeup design of model and performance design, in order to avoid negative show effect and give reasonable guide to brand design.

II. THE SELECTION OF SITE

Our knowledge of enterprise image is mostly gained through advertising, service of physical store and show of launch conference. It is a good way to spread enterprise culture and expand reputation. So, many brands take the shaping of these methods seriously in order to build an excellent corporate image and occupy the mind of consumers. The domestic and international fashion launch conferences are the highest level of activities. It gathers well-known stars and famous products. Under spotlights are full of beautiful and quality fashions.

In the fashion conference, many brand enterprises use the show to present their cultural style. So, the selection of conference T-stage is very important. There are differences among brands. The new fashions enterprises launched are of different themes, styles and design ideas. In order to highlight their individuation, each brand selects different launch site. Consumers live in different life environments, so the adaptation of fashion to environment is the focus of site selection. In 2013, Louis Vuitton took bags and suitcases as main products in the conference. The debut of steam train increased the site atmosphere. The launch site of the conference was a train station. Though it was an old abandoned train station, the purposes of bags and suitcases and the environment were perfectly showed before the eyes of the public. Models walked out from train compartments and show around the train head. Male servants followed with big and small bags and suitcases. The fashions of models were elegant and luxury. This conference has won the applause of the fashion industry. In 2015 the fashion conference of Chanel took freedom and liberation as theme. The fashions were showed out in a casual style of loose pants. The site was the spacious street. Urban white-collar women walked out of high rises, freed their body and felt nature.

There are many types of fashion. The launch conference of sportswear can be combined with the sport field. Swimsuits can be related with beach or swimming pool. Leisure wear can be integrated with simple home life. Cheongsam can be on the background of classic architectures. Business wear can select office, stairs and living room as show site. The simplest site is the T-stage, which is simple and generous. It is suitable for all

brands. But it has no environment atmosphere. Many brands also package T-stage as their conference site.

III. DESIGN OF SHOW ENVIRONMENT

As a fashionable wind vane, fashion conference has played a very special role in spreading fashion culture and art. It can be said that T-stage show has become a “barometer” of fashion trend. So, designers shall not only select good fashion products, but also grasp each link of the show in order to win with details. Modern society has higher and higher requirements on environment, which is brought by the economic development trend. Many developing countries vigorously develop economy at the expense of the destruction of the environment. When they are aware of the importance of environment, it will be too late and they can only improve it slowly. Under this background, the mutual setoff of fashion and natural environment reflect people’s wish for a good environment in fashion design. The charm of fashion is reflected in environment.

The arrangement of fashion show environment includes many aspects. With T-stage as center, the surrounding can be decorated with available hardware facilities. The addition of light design can also beautify the show environment. In order to cater fabric design, Elie Saab launched the park environment wedding dress show in 2015. The fabrics mostly were chiffons with plant’s root, stem and leaf and flowers as pattern, which is lightsome and graceful, transparent and obscure, elegant and modest luxury. The show environment is several paths surrounded by several big trees, which is close to the nature. It catered to the theme design. Using plant as design element of show is widely used in the launch conference in 2016. The show of Dior used flowers and plants. Though the environment was deliberated designed, it contained a strong atmosphere of nature. The show of Chanel was also very fashionable. Its design used idyllic wooden architecture. The surrounding was covered with grass, which has brought an atmosphere of life. It perfectly integrated the nature with human.

The launch conference cannot be separated from the contrast of music and lighting. Music is the most beautiful language in the world. Lighting is regarded as the soul light of dance stage design. Music and lighting drive people’s thought and consciousness up and down, and change people’s emotions. It is an emotional experience of auditory, visual, tactile, olfactory sense. In modern music sea, it is very difficult to select music for the show. It shall be suitable for theme of fashion. The original music with distinctive mood is more likely to cause the resonance of audiences in the show. The application of music increases the atmosphere of show. Colorful lights can create different stage backgrounds, resplendent and magnificent, vibrant and dynamic, or elegant and dignified. Lighting of different colors mutually integrate and match, which brings different art effects for fashion show and infects the emotion of audiences in the show.

IV. MODEL STYLE DESIGN

The fashion conference is focused on models. In every launch conference, media would visit the backstage design of

major brands to enable us to see models and fashions before show. And then bring us to see the most expected model show. The styles are completely presented before us. The temperament of model gives fashion more flexibility. A memorable fashion show is inseparable from the model. The selection of models is very important. Their height and measurements of chest, waist and hip shall comply with the requirements of the brand itself. The undergarment and swimwear show has higher requirements on the figure scale of models. Designers shall keep clam in selecting models. Models with good figure are not always suitable for all shows. The performance of models packed by fashions is the criteria for the selection of model.

In addition to fashion package, show models also need profession style design. Makeup artists and hair stylists are indispensable. Makeup of model is largely different with usual makeup. The looks carefully made up with rouge and powder is life face-painting. Show models need elaborate stage face-painting in order to highlight the face style of mode under the bright stage lights. The overall makeup effect is heavy. In addition, models in the show also need hair decorations. It is one part of stage makeup style of models. With the promotion of people’s aesthetic standards, the hair style is not simply limited in tying up or unbound hair. Designers use some irregular non-conventional materials to design hair style, and use individual style design to improve the attractiveness of hair style. The style design of model is not deliberately imaged. It shall fit the temperament of the model, the cultural background of fashion, the creative inspiration of conference and show environment. The more thoroughly hair stylists understand the spirit of fashion, the more easily they understand the concept of fashion design. Thus, they can assist the fashion design and finish the style package of models. It can be seen that the style design of model is another language to show the fashion and spread the concepts of designer.

V. DESIGN OF MODEL PERFORMANCE

In the ad art of TV play and film, the performance of the character is very import to the role shaping. In fashion launch conference, we are more concerned of the performance ability of models on T-stage in the selection of model. A few minutes of models on T-stage are a performance process. The short time is very important for the brand. Designers also design the performance sequence of models. In order to cater the brand cognition of the public, they may invite their spokesperson to the stage at first or at last in order to support the conference. Professional models can understand the connotation of fashion easily. Most models with good moral cultivation and image quality equip themselves with rich fashion and etiquette knowledge in order to improve their professional qualities and comprehension ability on fashion and performance. It is a premise for an easy communication between designers and professional models. Some models also put forward constructive views to designers from the angel of performance, which is valuable for the conference.

We can see the performance ability of models clearly in the fashion launch conference. As audience, our recognition on fashion is mostly based on the performance of model and the support power of model on fashion. Models need to spend a lot

of time to shape their eye expression, smile and style before camera. Models with moral integrity always have a high spirit of dedication. They may change their hair style and skin color for the brand conference. All emergencies may happen on stage, such as, model falling down, fashion falling off, and shoulder strap falling off. Some models may directly end their performance in these situations. Professional models may keep clam, get up and continue performance after falling down. For emergent situations, models can change their gestures temporarily. They can nip their waist or use other better emergent methods. It can reflect the performance ability of a model, directly test the professional qualities of a model, also is an important factor for designers to select model.

The fashion performance show not simply includes theses elements. Stage art design, guide design of host, selection of show time, photography technology and conducting technology are all important links of show design. For performance show design, fashion designers, style designers, dance stage and lighting designers, sound technicians and photographers need to cooperate closely. Although there are emergencies in the performance, it may not produce fatal injuries to the conference. The launch conference, with fashion and model as main subject, can express the entire atmosphere of fashion, better explain the spirit of fashion and strengthen the style of fashion by the performance of model. The close ring of each link can bring us a visual art feast.

REFERENCES

- [1] Chen Si. Fashion Show Art and Stage Culture. Tianjin University of Technology, Sept. 1, 2007.
- [2] Wu Xiaoming. Music Art in Fashion Show. Popular Literature and Art. Hebei University, Oct. 1, 2004.
- [3] Liu Xiangyu. Practical Study of Lighting Role in Fashion Show. Northeast Normal University, May 1, 2013.
- [4] Wang Xianyu, Xu Qingqing. Discussion on Overall Design of T-stage Makeup Style. Journal of Henan Institute of Engineering (SOCIAL SCIENCE EDITION), Dec. 15, 2012.
- [5] Zhu Huanliang, Huo Meilin. Research on Dance Stage Design of Fashion Show in Launch Conference. Film Literature, Jul. 20, 2009.
- [6] Mo Qi. Activity Planning of Fashion Performance in Fashion Show. Zhejiang Textile and Fashion College, May 13, 2016.
- [7] Pan Fei. Activities of Model in Image Shaping in Fashion Show. Popular Literature and Arts, Jan. 15, 2016.
- [8] Li Yan. Study on Overall Image Design of Models in Fashion Show. Zhongyuan University of Technology, Mar. 1, 2014.