

Fashion Show Toolkit

My four months at Trekstock gave me an invaluable set of skills and ultimately opened many doors and led me onto lots of things I may have never thought possible. Lydia, 24

How to hold a successful fashion show for Trekstock

A fashion show may require a lot of time and effort, but the rewards are huge. The satisfaction you'll get from pulling off a great event whilst having a fantastic time and celebrating fashion, will be a great example of what you can pull together when you use all your many skills. Plus it'll benefit Trekstock as it'll raise both funds and awareness to support young people affected by cancer.

Thank you!

Getting started

You might want to start with a quick brainstorming session - some of the key things you'll need to be thinking about include:

- ▶ Where will you hold the fashion show?
- ▶ Who'll provide the clothes?
- ▶ Who'll do the modeling?
- ▶ How many helpers will you need?
- ▶ How much can you charge for entry?
- ▶ How will the music be played and what will it be?
- ▶ Is there a theme?
- ▶ Will people be able to buy items at the fashion show?

Essentials

Where and when?

You'll need to start by finding the perfect venue for your fashion show. Will it be in a local hall, pub or restaurant or in a meeting room at work, the Students' Union or even at your home? Ideally you'll get a venue for free and the venue will just make money on any food or drink provided. They'll also get free advertising and a host of new visitors so you can remind them of this when you're negotiating. When you've found the perfect venue you can book a date, make sure it doesn't conflict with something similar on the social calendar.

✓ **Top tip:** Don't forget you need a runway and somewhere for the audience to be. You might have the runway on a stage with people sitting in chairs around it, or you might have the audience standing and the models walking amongst them. Just make sure that everyone can see.

What?

It's a fashion show, so you'll need some clothes! Will you include your clothes, clothes designed by your friends or aspiring design students, or will you encourage local boutiques to get involved? Independent designers and retailers may relish the opportunity to advertise their clothing. Or you could do a fashion show with a theme - source some great finds from a local charity shop and sell them off at the end, showing everyone how fashionable being thrifty can be. If you work for a fashion retailer then hopefully this one will be easy.

✓ **Top tip:** If you borrow show clothes from local shops then don't forget you need to return the clothes in perfect condition, make sure the models don't take the tags off.

Action 2: Share our messages

Finding models shouldn't be hard - rope in any friends who owe you a favour, or advertise on social media for willing individuals who have an evening spare to support young people affected by cancer. Try and make sure you have a range of models who'll make the clothes you're showing look their best.

Make sure you know who your models will be in advance and what size they are so you can fully prepare who'll wear what and do a fitting in advance if necessary. The last thing you want is lots of helpful models and nothing that fits them or lots of lovely clothes and no one to wear them.

✓ **Top tip:** Invite all the models over in advance to try on the clothes they'll be modelling. Take photos of each of their outfits so they can remember them and make sure they're clear what order they'll be wearing them in. It's helpful to make sure the running order is clear and available to everyone so it seems super organised on the night.

You'll also want an audience. Let everyone know what you're planning well in advance, and create some promotional material to advertise it - see below for more hints and tips. Charge attendees a fee for attending which will depend on where the fashion show is, the clothes that'll be shown and any other entertainment that you're providing.

Who & why?

Remember to let people know that the whole show is in support of Trekstock, as it may be that they are much more willing to participate or attend if they know it's for such a great cause.

✓ **Top tip:** The great news is that if, heaven forbid, something happens like a model taking a trip, you can make a joke of it and remind everyone that they're not professional, although they are charitable.

How to make your show a success...

▶ **Promotion:** The more people that know about your event, the better. Check out the events section of our website [here](#) for template posters, press releases and other promotional material. Don't forget to utilise the power of social media - blog, tweet and post your way to fashion show success. Advertise through the clothes designers & retailers, the models and the venue. You can also think about getting a free listing in your local newspaper. This is also why it's important to leave enough time to plan your event, as a longer time allows for more promotion and therefore more audience members.

▶ **Fundraising on the day:** Entrance fees are a fantastic way to fundraise, but don't forget that if people are having a good time, it's likely they'll want to contribute further to your cause. Have a collection half way through the event, consider offering drinks and snacks for a small price, or hold an auction or raffle (of the clothes displayed, if the designers agree!) Check out the Trekstock website for more tips and advice.

▶ **Make it memorable:** You want your fashion show to be fun for everyone involved, and for it to be an event they are more than happy to support in the name of Trekstock. If you know someone who has the gift of the gab, why not convince them to be a host for the night, commentating on each outfit and keeping the audience entertained? Anything that makes your event unique is fantastic, so you could make it VIP themed, charging more for front row seats and requiring a super smart dress code, or provide themed food and drink, such as Spanish with tapas and a fruity drink.

▶ **Running order:** Regardless of the size of your fashion show you need to make sure that you've fully planned your running order in advance and that everyone involved knows what they'll be doing and when. If you've got musicians, lighting crew and lots of models involved then this is even more important and you'll need to make sure you do a full dress rehearsal. Keep the fashion show moving and make sure it's not too long as after about 20 minutes the audience might get bored.

How to make your show a success, cntd...

- ▶ **Your helpers:** If you're putting on a fashion show in your own home, showcasing some of your own designs amongst friends, you may not need any helpers, if you're happy to model the clothes yourself and have got nibbles to keep your guests entertained while you get changed. However if you're hosting anything involving a venue, music, models, lighting, collecting money, selling clothes, entertainment, selling food & drink, a raffle or an auction, you'll need lots of helpers. Make sure you have a full list of everything that will need to be done in the run up to the event and on the night. Designate the tasks realistically and make sure you get enough helpers to get it all done. For a big event hosted by a university there may be hundreds of people involved.
- ▶ **Buying the clothes:** So the models look fantastic and everyone in the audience is keen to get their hands on the beautiful clothes, how can they? Be clear in advance about whether you'll be directing people to the clothes supplier after the event or whether designers will be selling their clothes directly at the event. Make sure it's fully organised and you and everyone providing clothes is clear about what'll happen. Make sure when you introduce the clothes it's really clear where the audience can pick them up. For example, if you're show casing Trekstock clothes then you can direct people to the Trekstock website either at the event with a laptop set up or at a later date. Alternatively, if clothes have been donated you might like to auction them on eBay with all the profits going to Trekstock.
- ▶ **The extras that make it special:** Think about the music that you'll use as not only can this enhance the theme of the event but it may have an impact on the emotional response of the audience and how likely they are to buy the clothes. Accessories, hair & make up may be an opportunity to get another local business involved or to showcase the talents of a local fashion blogger or wannabe personal stylist. You might like to get a musical friend or local band involved to provide extra entertainment and a photographer to share the pictures after the event and help with follow up publicity. There are so many extras you might like to include to make it really special.

Safety and the law

When organising events you may need to know best practice for money management and events involving children or consider food hygiene and health and safety. You may need to ensure insurance is covered and that the appropriate license for music, dancing or drinking is in place. There are also regulations for raffles. Please ensure you check the relevant section of our website [here](#) before putting on your event. If you need any extra support please contact Trekstock who can make this really easy for you. hello@trekstock.com

Sending Trekstock back the money raised

If you've raised all your money online via JustGiving or Virgin Money Giving then you don't need to worry. The money will come directly to us. However if you have cash then please either send us a cheque (payable to 'Trekstock Limited') to; Trekstock Limited, 1st Floor, 4 Lowndes Court, Carnaby Street, London, W1F 7HE. Or you can pay directly to us through Virgin Money Giving or a bank transfer. If you need any other help or advice we are just an email away! hello@trekstock.com

Most importantly, enjoy it!

We have loved seeing the success of fashion shows that have been put on in support of Trekstock in the past because they're a great excuse to have fun as well as raise money for young people affected by cancer through one of the things we love most: fashion.

Check out the events section of our website [here](#) for loads more tips and materials.

Thank you for supporting us, and good luck!

Oh, Just before you go...



There is something about the unique aspect of the way Trekstock raise awareness that made me want to always try and help out wherever I can.

I always wear my badge wherever I can – telling people of the charity, and having it handy incase I get another opportunity to get a Trekstock Loves picture.

I once met Jarvis Cocker at a gig and asked him if he could wear the badge and support the charity – to which he replied “I know Trekstock, of course” and subsequently wore it on stage. You know that if the man who wrote Common People is supporting something, it must be good.
Jordan, 19