



Guide to Producing a Fashion Show (3rd Revised edition)

By Judith C. Everett, Kristen K. Swanson

Bloomsbury Publishing Plc. Multiple copy pack. Book Condition: new. BRAND NEW, Guide to Producing a Fashion Show (3rd Revised edition), Judith C. Everett, Kristen K. Swanson, Guide to Producing a Fashion Show is the definitive source of information for anyone interested in fashion show production. All aspects of fashion show production are covered including: reasons to produce a show, planning, model selection, merchandise selection, staging and music, budgeting, show preparation, execution, and evaluation. The third edition is up to date with behind-the-scenes examples and expanded coverage of technology, the internet and social media, training amateur models and how to set up and run a dressing room. Whether the reader is experienced or a novice this text provides a step-by-step process for how to plan, organize, promote and execute an exciting fashion show. Introducing Guide to Producing a Fashion Show STUDIO--an online tool for more effective study! ~Study smarter with self-quizzes featuring scored results and personalized study tips ~Review concepts with flashcards of terms and definitions ~Access samples of documents, forms and templates for all stages of planning and executing a fashion show ~Helpful templates include a budget form, supply checklist, and post-fashion show evaluation sheet, plus forms for promoting the...



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