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The digital runway: Redefining fashion events

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Abstract

Fashion marketing deals with “identifying and meeting human fashion needs profitably.” It includes marketing of trendy and fashionable goods, Services, Events, Experiences, Information, Ideas and styling tips and tricks. Fashions breathe on media and medium. In recent years, fashion events, websites, social networks, fashion blogs and YouTube videos have become a major outlet for spreading trends and fashion styling tips and tricks, creating an offline and online culture of sharing one's fashion expertise and knowledge. Event Management is “*the process of analyzing, planning, marketing, producing and evaluating an event*”. It may also be applied to fashion as it is a different and unique way of promoting a fashion product, service or idea. If an event is managed efficiently and effectively, it can be used as a very powerful promotional tool to launch or market, a product or service. Event management has become one of the inevitable, diverse, opportunistic platforms for many economists, business specialists, fashion studios, designers, technologists, manufacturers, boutiques and entrepreneurs related with textile, apparel and fashion field both large and small scale. Event management is a concept, becoming an important and inseparable part of any business entity as a strategic planned business promotion tool.

Keywords: Marketing, promotion, strategy, community, budgeting, expenditure, planning, creativity, public relations

1. Introduction

Fashion marketing deals with “identifying and meeting human and social fashionable needs profitably” In general, Marketing management is the art, science and skill of choosing target markets and deals with getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. The marketing of fashion includes sales and promotion of goods and products, services, events, experiences, persons, places, organizations, information and ideas. Event management in the current fashion scenario is being redefined by technology, sustainability, and the democratization of content. No longer dominated solely by exclusive, in-person runway shows, the industry now features a mix of hybrid and virtual events, deeply influenced by social media and a global audience.

Markets may be classified in different ways. Few of the classifications are as follows:

2. Based on Size and distribution level of marketing

- **Product sector Vs Service sector:** Markets are often classified based on the type of sales of the ultimate product and related services provided thereby.
- **Consumer markets-**Superior brand image, mass consumer goods & services
- **Business markets-**Competitive offerings, business goods & services
- **Global markets-**International level, multicurrency, inter & intra-cultural difference
- **Nonprofit & Governmental Markets-**Limited purchasing power, lower prices, Bidding

Based on location and presentation of products

- **Market place-**Physical store
- **Market space-**Digital, internet, website
- **Meta markets-**Closely related cluster of products and services. Eg: Automobiles, Electronics

The business and marketing areas are changing in the current modern world due to the following reasons

- Continuous and changing technology and digital revolution.
- Globalization as a result of transportation and communication.
- Deregulation and privatization of the industries.
- Customer empowerment and customization.
- Heightened competition at domestic and export sector.
- Industry convergence.

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Retail transformation and disintermediation

For any product to survive and exist eternally or at least for a particular considerable period, it needs the sales promotion and communication channels in order to be able to reach out prospective and target customers. Few of them are listed below:

Marketing communication channels

- **Advertising:** Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.
- **Sales promotion:** A variety of short-term incentives to encourage trial or purchase of a product or service.
- **Events & Experiences:** Company sponsored activities and programs to create daily or special brand related interactions.
- **Public relations & Publicity:** A variety of programs designed to promote or protect a company's image or its individual products.
- **Direct marketing:** Use of mail, telephone, fax, e-mail, or internet to communicate directly with or solicit response or dialogue from specific customers and prospects.
- **Personal selling:** Face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

An Introduction to current Fashion Scenario

Once we are aware of the marketing situations, we need to know about the present fashion scenario in general. The eternal demand for changing is the process that keeps fashion alive.

Fashion is often referred to as

- A social phenomenon par excellence.
- A simple sociological definition of fashion is 'being first with the latest.'
- Its underlying principle is revealed in the link between the modus derivatives and the term 'modern,' with its original meaning of 'now' or 'for today.'
- Fashion revolves around imitation and diffusion,
- and it applies to all domains of social life, though most of the research is on garments.

As per Wikipedia

Fashion is a popular style, especially in clothing, footwear, lifestyle, accessories, makeup, hairstyle and body.

- Fashion is a distinctive and often constant trend in the style in which people present themselves.
- A fashion can become the prevailing style in behavior or manifest the newest creations of designers, technologists, engineers, and design managers. Because the more technical term costume is regularly linked to the term "fashion", the use of the former has been relegated to special senses like fancy-dress or masquerade wear, while the word "fashion" often refers to clothing.
- Although aspects of fashion can be feminine or masculine, some trends are androgynous.
- High-flying trendsetters in fashion can aspire to the label "haute couture".
- But if one disapproves of a fashion, one can attempt to dismiss it as a mere fad.

Relation between fashion and market

The field of fashion as a market has been neglected earlier, but since the mid-1990s, it has attracted sociologists and market specialists in studying production of fashion, identity, and the body in relation to fashion and its marketing.

Anthropological perspective of fashion

Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not.

A certain way is chosen and that becomes the fashion as defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion.

According to Ted Polhemus and Lynn Procter, fashion can be described as adornment, of which there are two types: fashion and anti-fashion. Through the capitalization and commoditization of clothing, accessories, and shoes, etc., what once constituted anti-fashion becomes part of fashion as the lines between fashion and anti-fashion are blurred.

The definition of fashion and anti-fashion is as follows:

- Anti-fashion is fixed and changes little over time.
- Anti-fashion is different depending on the cultural or social group one is associated with or where one lives, but within that group or locality the style changes little.
- Fashion is the exact opposite of anti-fashion.
- Fashion changes very quickly and is not affiliated with one group or area of the world but is spread out throughout the world wherever people can communicate easily with each other.
- Anti-fashion is concerned with maintaining the status quo while fashion is concerned with social mobility.
- Time is expressed in terms of continuity in anti-fashion and as change in fashion.
- Fashion has changing modes of adornment while anti-fashion has fixed modes of adornment. Indigenous and peasant modes of adornment are an example of anti-fashion.
- Change in fashion is part of the larger system and is structured to be a deliberate change in style.

Promotion of Fashion

Fashion breathes on media and medium.

- The media plays a significant role when it comes to fashion. For instance, an important part of fashion is fashion journalism. Editorial critique, guidelines, and commentary can be found on television and in magazines, newspapers, fashion websites, social networks, and fashion blogs.
- In recent years, fashion blogging and YouTube videos have become a major outlet for spreading trends and fashion tips, creating an online culture of sharing one's style on a website or Instagram account.
- Through these media outlets readers and viewers all over the world can learn about fashion, making it very accessible.

Relation between Fashion, Market & Event management

As discussed above fashion products need a very creative platform for their effective promotions. Events and festivals

have become a day to day opportunity for their presentation, promotion and distribution. Events, festivals and celebrations are an integral part of everybody's life. We attend and organize lot of

- Personal events like birthdays, weddings, religious functions, achievements, promotions, etc.
- Social events like Annual days, Sports days, Youth festivals, etc.
- Academic and Corporate events like Meetings, Seminars, Conferences, Convocations, Exhibitions, etc.
- Industrial events like music fiestas or festivals, Fashion shows & weeks, Art & craft festivals, Heritage & cultural weeks, etc.

As per Wikipedia

Event management is *“the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions”*.

A more precise definition would be

Event management is a *“process that involves preplanning, planning, implementing, controlling and monitoring, marketing, analyzing and evaluating an event”*.

It is a multifaceted activity that requires lot of research, creativity, feasibility study before the actual event. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

“The process of planning and coordinating the event” is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans.

Each event is different in its nature so process of planning & execution of each event differs on basis of type and size of event.

Decisions regarding event basics

- What service is to be promoted
- analyzing the need and purpose of the events
- Why this particular service is provided?
- When would be the right time to hit the market.
- How to reach out to the target audience should be known
- considering Where would you find them by adopting the right strategy and
- Who will be the right person or the influencer or the decision maker who can help you achieve your target.

Characteristics of Event Management

If planned effectively, a successful event becomes a lifetime memory at large.

- Creative process
- Effective leadership
- Objective oriented
- Different types of events
- Team work
- Promotion
- Planning & Control
- Professionalism

Event Planning is

- Part of marketing and sales promotion department
- Important to retailers as an opportunity to display new merchandise
- A stage to gather people to retail location
- Can be formal or informal based on based on store and event planners' goals
- Can be MNC, corporate, store or entrepreneurial venture
- Can be a platform/center stage for fashion show, Product launch, buyer-seller meet, wedding planner, meeting planner or any other special events.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money, or celebrate achievement.

Event management might be a tool for strategic marketing and communication, used by companies of every size. Companies can benefit from promotional events as a way to communicate with current and potential customers. For instance, these advertising-focused events can occur as press conferences, promotional events, or product launches.

If you are interested in embarking on a career in Fashion Event Planning it is important to understand that largely there are 4 types of fashion events that exist which are as follows:

1. Fashion Shows/Weeks
2. Product Launches
3. Fashion Awards Ceremonies
4. Corporate level Events
 - Seminars
 - Conferences
 - Exhibitions

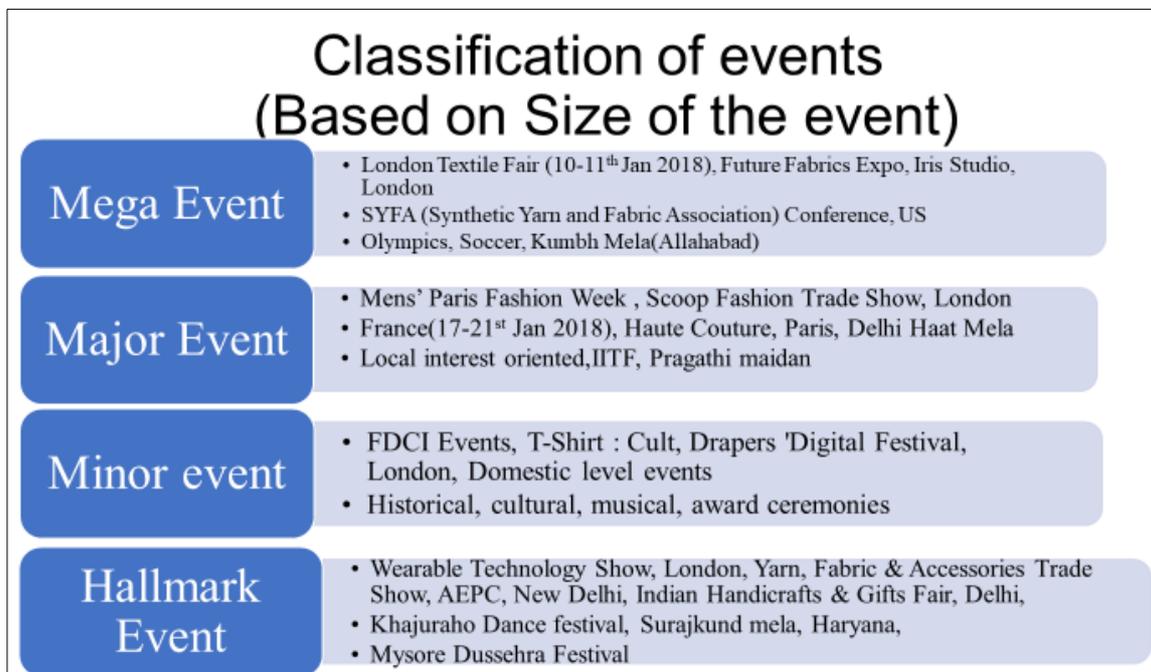
Classification of events

Events are usually classified based on basis of size of event and type of events

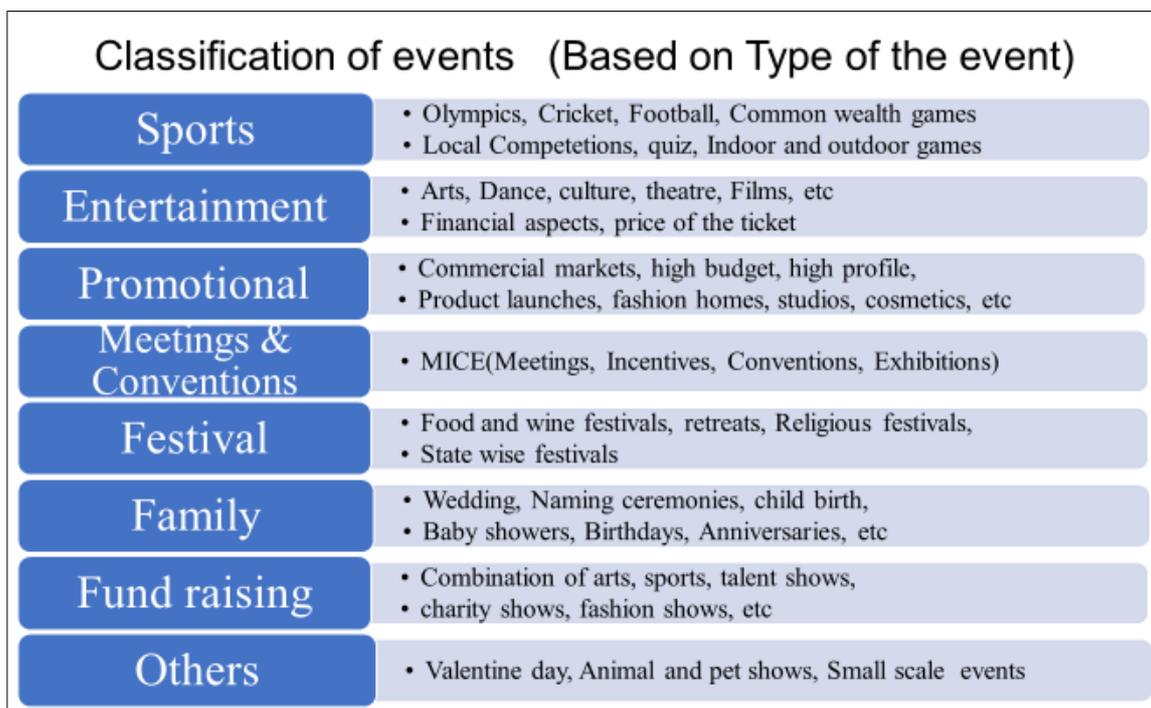
Based on size of the events, they are as follows:

Few of the popular upcoming events include

- The trousseau Show, Mumbai (23-11-2018): Major Event
- Wedding Asia, New Delhi (23-25th Nov 2018): Major Event
- Fashionista, Lucknow(23-25th Nov 2018): Minor Event, Trade Show
- Blarose Lifestyle & Fashion Expo (Winter Edition)(24-25th Nov 2018) Gurgaon, Trade Show
- The Design Square, Mumbai (5-12-2018) Minor Event
- IIGF-India International Garment Fair(16-18th Jan 2019)Greater Noida: Mega Event
- GTE- Garment Technology Expo(22-25 Feb, 2018), NSIC Exhibition Grounds, New Delhi
- National Garment Fair, Mumbai(30-31st Jan 2019):Mega Event
- IILF-India International Leather Fair, Chennai (1-3rd Feb 2019):Mega Event
- FIE-Footwear India Expo, New Delhi (8-10th Feb 2019):Mega Event
- Heimtextil, Germany (8-11, Jan 2019):Hallmark Event
- Indian Fashion Forum, Renaissance, Mumbai (27-28 March 2019)
- Premiere Vision New York: Minor Event
- Techtextil India, Mumbai(Sep 2019): Mega Event
- ITME-International Textile Machinery Exhibition, Mumbai (Dec 2020)



Based on the type of events, they are classified as follows



Different types of events

Fashion Shows: Not all fashion shows are created the same. When selecting outfits to dress models for their strut down the runway, designers think about the purpose of the show and the season to guide their creative efforts. Fashion shows are categorized by clothing type first, and by season second. Style.com organizes its shows into five categories: ready-to-wear, couture, menswear, resort and pre-fall.

Ready-to-Wear: Ready-to-wear shows feature more practical, down-to-earth looks that the mainstream population might want to buy. Many middle-class name brand retailers draw inspiration from the ready-to-wear looks of high-end designers, including Gucci, Prada, Louis Vuitton and others. The mass-produced fashion. Fashion week is designated as a time when many designer collections are brought together and

shown as a series of fashion shows. These fashions shown on the runway are actually brought into stores.

Couture

If one can see models prancing down the runway in ridiculous ruffles, wearing plumes of colorful bird feathers, this is probably witnessed in a couture fashion show. Couture looks are less mainstream and often downright impractical, but they work to show the designer's signature style or creative inspirations in a more exaggerated, artistic way.

Menswear: In shows that combine clothing for both genders, most designers pay more attention to women's looks than men's fashion. To help their fashion ideas for men stand out, many designers choose to give men their own separate fashion show.

Resort: Unlike the above three categories which usually see two seasonal shows each per year (spring and fall), designers generally have just one resort show annually. Originally characterized by bright patterns and flowing garments targeted at affluent tropic vacationers, resort shows have had a recent renaissance that expanded their scope. According to Fashion School Review, many designers include coats and winter wear for people heading off to chalets, as well as more summery clothing for those going south on cruise ships.

Pre-Fall: Although it's technically a seasonal category, it makes sense to think of pre-fall as a show category defined both by season and type. Designers run these shows in late summer, offering fashionistas a taste of what's to come in fall collections. These shows are often a mishmash of men's fashion, couture style and ready-to-wear looks. They're trend-setting shows, designed to create buzz and set the stylistic direction for fall fashion.

Couture Shows: The source of fashion leadership and innovation supporting the trickle-down theory of fashion. Highly detailed and sophisticated items are presented first at higher prices to a limited audience and later are adopted at lower prices, with less sophistication and detail by a larger audience. They serve as inspiration for designers

Trade Shows: Groups of temporary exhibits of vendor's offerings for a single merchandise category or group of related categories. They are produced to sell raw materials to manufacturers, or manufactured goods to retailers

Trade Association Shows: Groups of individuals and businesses acting as a professional, non-profit collective in meeting their common interests. Membership in trade associations provides a means for information exchange and

political action to benefit the public opinion and legislative concerns.

Press Shows

Held specifically for members of the media prior to presenting the fashion story to the public, or consumers. The media consists of magazines, newspapers, radio, television, internet services, and wire services.

Fashion Trend Shows

Produced to introduce consumers to the latest trends in silhouettes, fabrics, colors, and themes for new seasonal merchandise. They are shown to consumers at the beginning of the season and each show segment features a major trend.

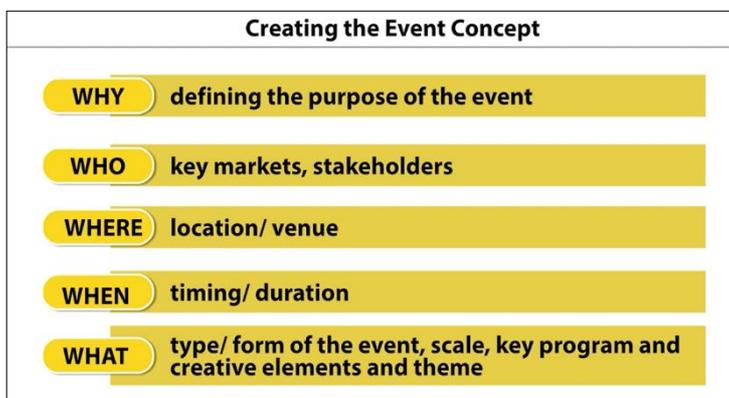
In-Store Training Shows

Used as the training tool for store associates. These shows may be live or videotaped and may use store employees as models. Enables employees to see the trends and adapt the look to all departments from apparel to accessories and to all price points from designer to budget.

This is the list of fashion weeks/events/shows held annually or two times a year all around the world. There are five main events in the world:

- London Fashion Week,
- Milan Fashion Week,
- New York Fashion Week,
- Paris Fashion Week and
- Arab Fashion Week.

Among the most popular fashion weeks is also Vancouver Fashion Week, Russia Fashion Week. While the fashion scene turns more multipolar in the 21st century, other centers like Berlin, Los Angeles, Madrid, Rome, São Paulo, Shanghai and Tokyo host important fashion weeks and other events.



Preliminary requirements for an event

- Agenda
- Program Manager, Marketing Executive, IT team for marketing tools and support
- Trusted vendors for collaterals, Expert Speakers
- Funds and arranging sponsors
- Event Registration/ Desk Manpower
- Designing Wing
- Sales and Operations
- Accommodation & Travel, Logistics and Tours Team
- Audio-Visual

- Hall Management
- Food & Beverage

Fashion event coordinators are responsible for

- Planning and organizing events such as fashion shows, fashion week parties, store openings, product launches, trade shows and sample sales.
- An event coordinator may work alone to organize small events, or may direct a team for large events.
- The exact responsibilities of a fashion event coordinator change from one type of event to another.
- Such coordinators must be knowledgeable about fashion and marketing and be very well-organized.

Pre event planning	Event execution/During the Event	Post event planning
<ul style="list-style-type: none"> ✓ Registration & licensing ✓ NOC from concerned authorities ✓ Creating a Conceptual Design ✓ Creating a Design layout ✓ Finding a Venue and catering ✓ Hiring Staff and Equipment ✓ Audio visual requirements ✓ Staging and theming ✓ Branded signage ✓ Show planning & coordination ✓ Contractor Management ✓ Model Selection and Management ✓ Logistics Coordination ✓ Backstage Management 	<ul style="list-style-type: none"> ✓ Entry , registration & exit control ✓ Customised flags and banners ✓ Branded staff uniforms ✓ Promotional gifts and items ✓ Media liaison and logistics ✓ Media materials and press kits ✓ Media room requirements ✓ Photography and videography ✓ Food & Service details ✓ VIP and celebrity management ✓ Stunts and surprises 	<ul style="list-style-type: none"> ✓ Post event marketing ✓ Feed-back sessions ✓ Reorders <p>- Post Production Service</p>

Event managers may also use traditional news media in order to target their audience, hoping to generate media coverage which will reach thousands or millions of people. They can

also invite their audience to their events and reach them at the actual event

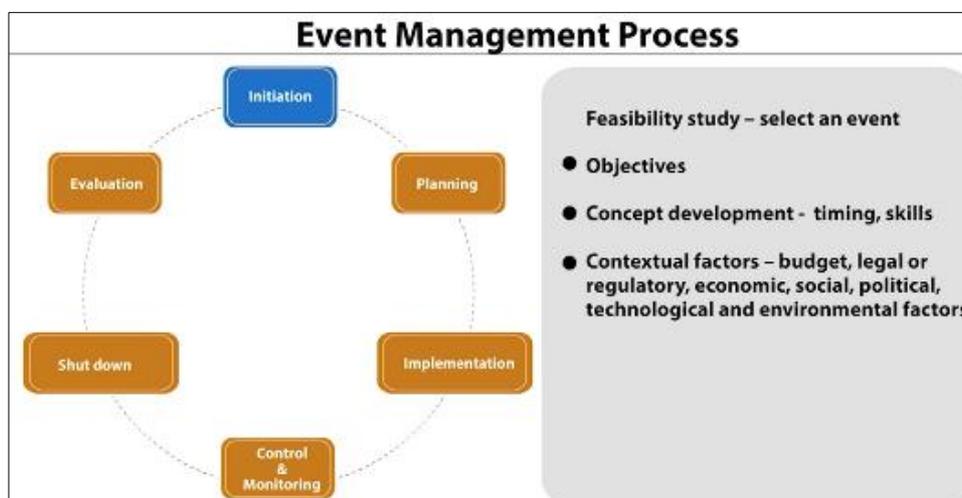


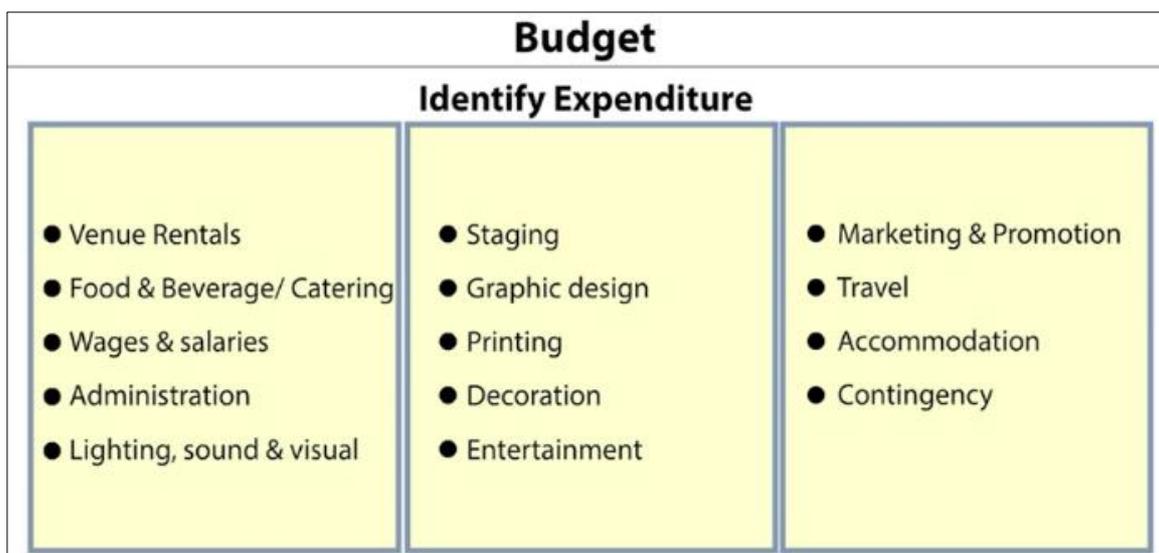
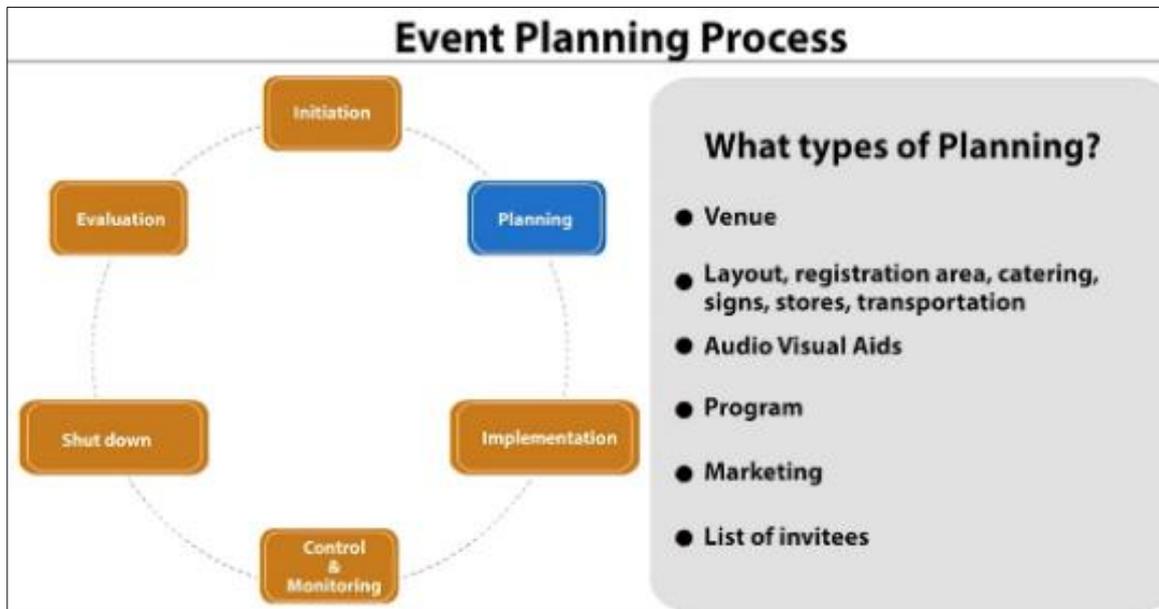
Fashion Event planning skills & requirements

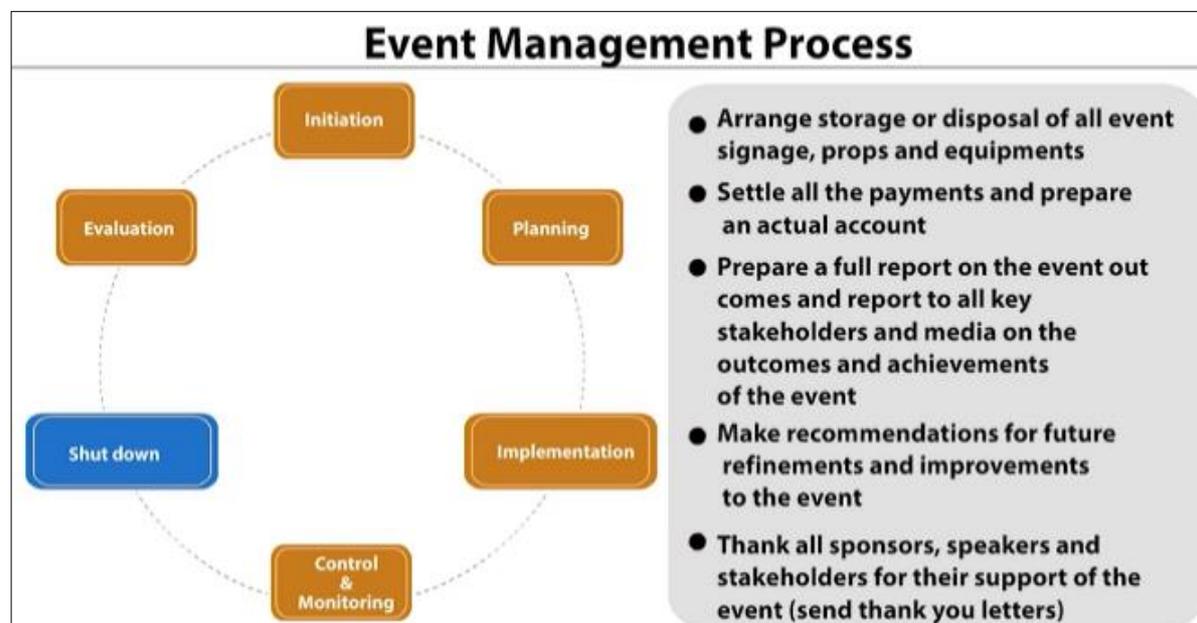
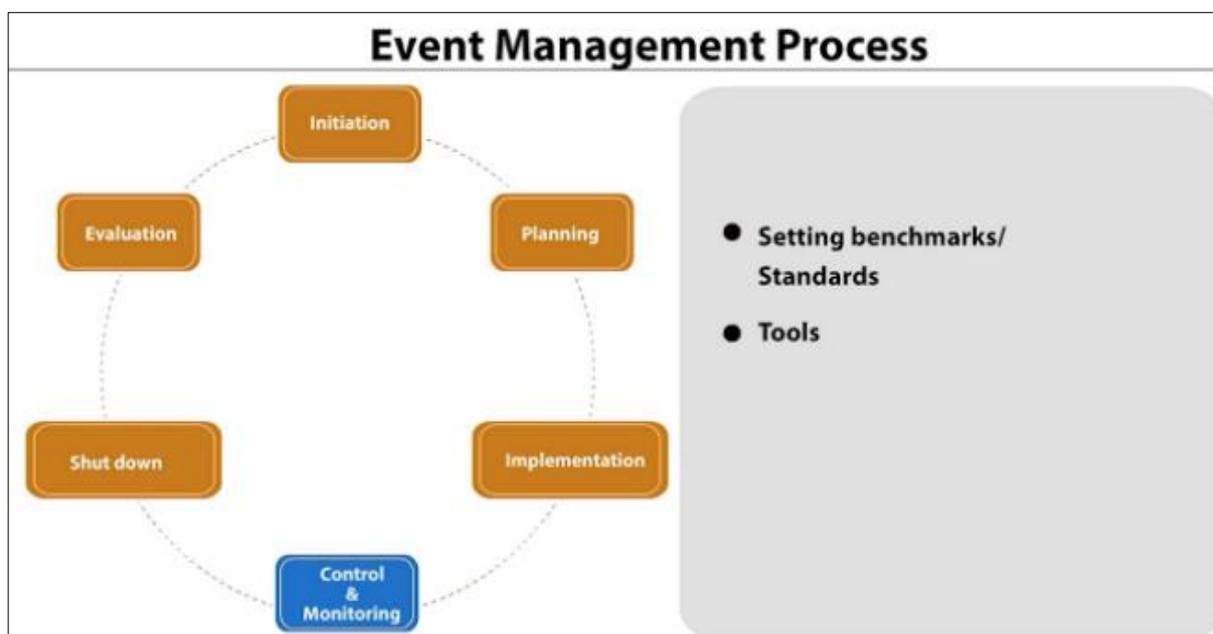
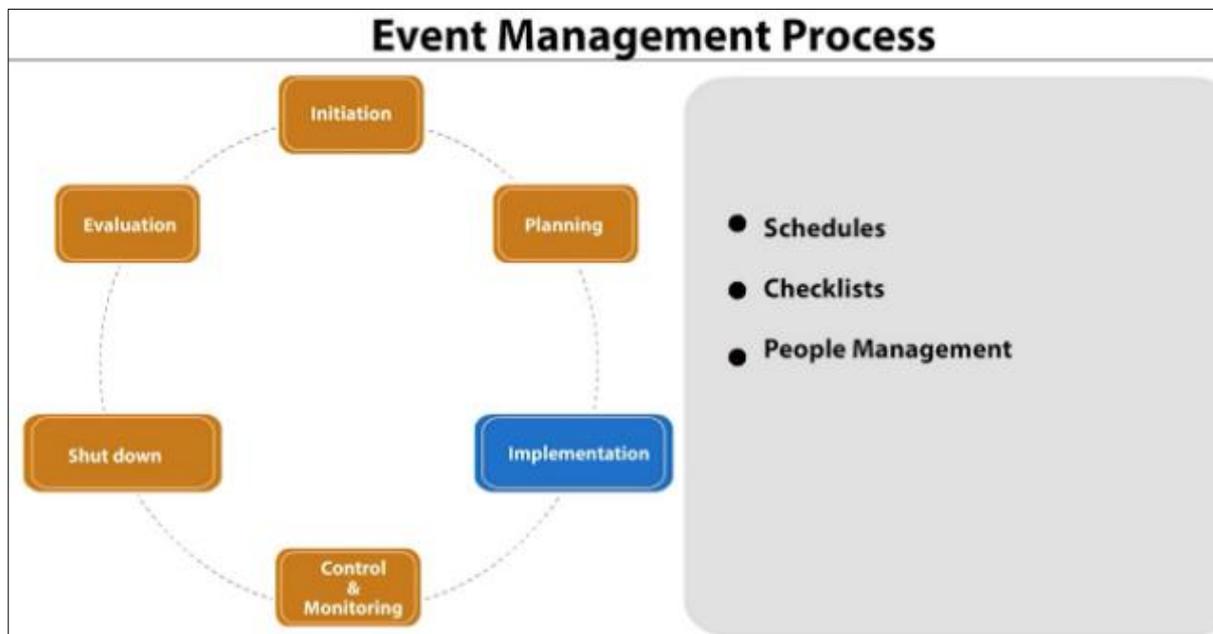
- A passion for dynamic fashion, forecasting, seasons, style and innovative display ideas
- Ability to handle huge human gatherings
- Able to identify the external factors like social, economical, political, legal, technological and global influences at micro and macro level

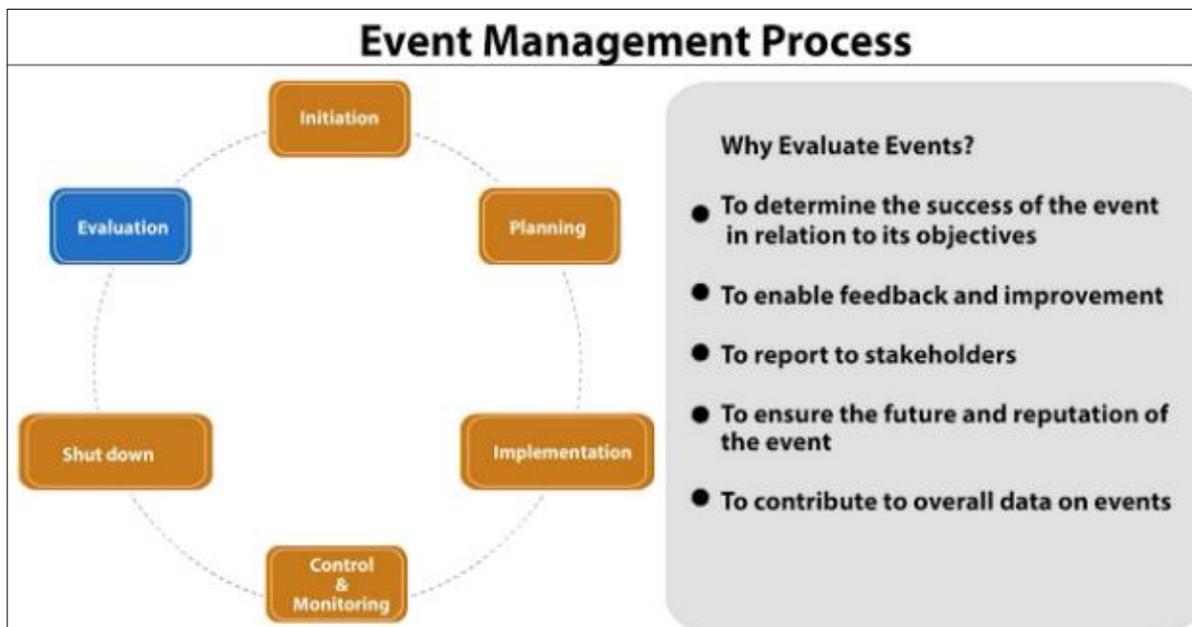
- Communication & presentation skills
- Certification, registration and licensing
- An event portfolio
- ability to deal with stress at large
- organisational skills and aptitude to see the big picture

Event management process is discussed in detail as follows









Creating a Design

A fashion event coordinator must create a coherent look that fits in with the style of the fashion brand the event is promoting. For example, when creating a fashion show party for a designer, the coordinator may need to use the same styling, colors and design elements as were used in the designer's show. For all events, the coordinator must create an atmosphere and ambiance that suits her customer. The coordinator must determine the impression her client wants to make and then decide which furnishings, entertainment and decorations will help make that impression.

Finding a Venue

Fashion event coordinators are generally responsible for finding and preparing a venue for the events they plan. This can include searching out and negotiating prices for renting public or private spaces, such as museums or parks. The coordinator is also responsible for ensuring the venue has appropriate facilities, such as changing rooms in the case of a fashion show. Once a venue is found, the coordinator must organize the layout. For example, she must decide where to place the bar or the DJ, where to place runways and which type of seating to use. The coordinator may also need to rent additional facilities, such as marquees. The coordinator works with suppliers to ensure that everything needed is to specifications and on time.

Event Logistics include

- Venue
- Food and Beverage Arrangement
- Stage- Design, fabrication and set up
- Branding o Stage Backdrop o Plasma displays o Banners o Podium o Registration Desk
- Audio and Visual arrangements
- Preparation of Delegate Kits and Badges
- Sample Venue Setup

Onsite management aspects include

- Registration desk management
- Distribution of delegate kits & badges
- Coordination with Hotel and Vendors
- Event Photography
- Interaction with delegates/ exchange business cards

Hiring Staff and Equipment: The fashion event coordinator hires staff for the event. This can include event staff such as caterers, bartenders, lighting designers, security guards and servers. It can also include hiring talents such as presenters, models, musicians, makeup artists, photographers and hair stylists. The coordinator works with the caterer to design a menu for the event and rents decorations that match the style of the event. For example, the spring 2012 Thom Browne women's wear show during New York fashion week was held in the New York Public Library and included a mermaid, a lifeguard and a model in a feather dress standing in a huge cage.

During the Event: A fashion event coordinator's job does not end with the start of the event. During the event, the coordinator ensures everything is going according to schedule. The coordinator may be responsible for making sure all of the staff have arrived and that they know what they are supposed to do. The coordinator may seat guests and handle any problems that crop up during the event. The coordinator may also be responsible for marketing and publicity for the event. For example, she may have press releases written and sent out to news agencies and may arrange for interviews of models and designers. For store openings, a coordinator may place advertisements or help design brochures and other marketing materials.

Follow ups for confirmations

- Tele-calling, event queries and receiving payments for paid event.
- Meet target number of participants with confirmations.
- Making final list of registrations and tentative participants and guests.
- Get copy of speaker's presentation

Post Event Activity

- Send note of thanks for participation through mail, hard copies
- Share presentations of speakers on demand, add details of a point of contact for any query
- Compile data of Questionnaires
- Add the attendee list of the event on SFDC
- Put them on circulation of E-mailers of the products of their interest
- Sales team to follow up with leads

Feedback Form -1	
You can ask following questions in your feedback form:	
Q1) Did you enjoy the event? If no, then please state the reason.	
Q2) what do you like most in the event?	
Q3) what do you like least in the event?	
Q4) what are the problems you faced during the event?	
Q5) what could have been done to make this event better?	
Q6) would you like to participate in our next event?	
Q7) How do you rate the various services provided by us (please check one of the option):	
Hospitality:	Excellent, good, average, poor
Catering:	Excellent, good, average, poor
Transportation:	Excellent, good, average, poor
Management staff behavior:	Excellent, good, average, poor
Management staff services:	Excellent, good, average, poor

Feedback Form -2	
Presenter(s): _____	
Presentation Topic(s): _____	
Please evaluate each statement according to the following scale:	
1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree	
The Presenter(s)...	
___ Was knowledgeable about the subject	
___ Was well prepared	
___ Were engaging and interesting	
___ Encouraged participation/discussion	
The Session...	
___ Helped me learn to acquire/interpret information	
___ Had a clearly defined purpose	
___ Provided useful/helpful ideas	
___ Increased my understanding of topic(s) discussed	
___ Format was appropriate to the subject	
___ Visual aides enhanced the session	
___ Topic(s) should be presented on again	
Please indicate your rating for the session overall:	
<input type="checkbox"/> Poor <input type="checkbox"/> Satisfactory <input type="checkbox"/> Neutral <input type="checkbox"/> Good <input type="checkbox"/> Excellent	
Additional Comments:	

Technology and digital transformation

Innovative technology is reshaping the creation, production, and promotion of fashion events, creating immersive experiences and enhancing accessibility.

- **Virtual and hybrid events:** Hybrid events blend in-person and digital elements, while virtual events allow for live-streamed runway shows and interactive online sessions, expanding reach to a global, tech-savvy audience.
- **Augmented reality (AR) and virtual reality (VR):** These technologies offer immersive experiences, including virtual try-ons for online shoppers and digital showrooms that allow customers to explore collections from anywhere.
- **Artificial intelligence (AI):** AI is used to create personalized event experiences, power chatbots for customer service, and analyze attendee data to improve future marketing strategies.
- **Data-driven insights:** Event planners use data analytics to understand consumer preferences and behaviors, allowing for more targeted and personalized marketing and content.
- **Efficient management platforms:** Event management software, like Cvent, streamlines complex tasks such as guest registration, ticketing, and venue booking, saving time and resources for organizers.

Social media and influencer marketing

Social media has democratized fashion, shifting influence from traditional gatekeepers to a wider, more interactive community of designers, influencers, and consumers.

- **Real-time engagement:** Social media platforms are used for event promotion before, during, and after an event. Live-streaming fashion shows on Instagram and TikTok allows for instant audience feedback.
- **Influencer collaborations:** Brands partner with influencers to build trust and increase visibility. This has made influencer marketing a key strategy for reaching specific target audiences.
- **User-generated content:** Encouraging attendees to share their experiences and styles on social media helps create a viral buzz and extends the event's reach.
- **Content democratization:** Social media has leveled the playing field for smaller and emerging brands, enabling them to compete with industry giants through authentic content creation.

Sustainability and ethical practices

With increased consumer awareness of social and environmental issues, sustainable event planning is now a priority, rather than a niche concern.

- **Eco-conscious venues:** Choosing venues with green certifications and energy-efficient systems is a key part of sustainable event management.
- **Waste reduction:** Event organizers focus on minimizing waste through digital invitations and tickets, biodegradable materials, and partnerships with organizations that can repurpose leftover materials.
- **Sustainable catering:** Event catering emphasizes local, organic, and seasonal produce, with a focus on plant-based options to reduce environmental impact.
- **Sustainable materials and transportation:** Brands are opting for sustainable fabrics and minimizing carbon emissions by promoting eco-friendly transportation options for guests.
- **Ethical sourcing:** Social media has increased transparency, prompting consumers to demand ethical labor practices and sustainable sourcing from brands.

New types of events and experiences

Beyond the traditional runway, modern fashion events are more experiential, intimate, and purposeful.

- **Hybrid formats:** Many events have shifted to hybrid models, offering the glamour of in-person shows alongside the accessibility of digital participation.
- **Intimate gatherings:** Some B2B marketers and luxury brands are hosting smaller, more personal events that provide a high-touch, exclusive experience for a targeted audience.
- **Themed and collaborative events:** Events like the International Day of Zero Waste are focusing on specific themes, such as textile waste, through collaborations with industry stakeholders.
- **Experiential marketing:** Brands use immersive installations and interactive elements to engage customers and create memorable experiences that go beyond a simple product display.

The future outlook for fashion events

Looking ahead upto 2025 and beyond, fashion event management will continue to evolve, with key trends focusing on inclusivity, personalization, and integration with the metaverse.

- **Metaverse and digital fashion:** The metaverse presents a new frontier for fashion retailers, with virtual clothing collections, NFT assets, and digital fashion shows gaining traction.
- **Hyper-personalization:** AI will enable an unprecedented level of personalized experiences for event attendees, from tailored recommendations to customized agendas.
- **Omnichannel experiences:** Physical retail spaces will become "experiential hubs" that complement online shopping, offering unique in-store activations and events.
- **Increased inclusivity:** Fashion events will continue to emphasize diverse representation, with designers, models, and voices from various backgrounds participating more broadly.

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