

THE "MAIN EVENT" CALENDAR

Below you can find out about the main events in the international fashion year, from the legendary "couture collections" to the international fabric exhibitions and specialist fashion shows.

JANUARY	<ul style="list-style-type: none">* Italian and French "couture" collections for spring and summer in Paris and Rome* Uomo Italian men's wear and accessories exhibition in Florence, Italy
FEBRUARY	<ul style="list-style-type: none">* British, Italian, American and French designer collections shown in London, Bologne, Germany and Paris.* IMBEX (international men's and boys' wear exhibition in London, England.)* International men's fashion week in Cologne, Germany.
MARCH	<ul style="list-style-type: none">* British, Italian, American and French designer collections for autumn/winter. Shown in London, Milan, New York and Paris.* Munich (Germany) Fashion Fair.
APRIL	<ul style="list-style-type: none">* Interstoff clothing, textiles trade fair.Held in Frankfurt, Germany.
MAY	<ul style="list-style-type: none">* International designer collections, in Tokyo.* London mid-season fashion exhibition for autumn.
JUNE	<ul style="list-style-type: none">* Italian children's wear collections held in Florence, Italy.* Portex: Portuguese ready-to-wear fashion fair for Spring/Summer in Porto.
JULY	<ul style="list-style-type: none">* French and Italian couture collections for Autumn/Winter. Paris and Rome.* Uomo Italia men's wear shown in Florence.
AUGUST	<ul style="list-style-type: none">* Future Fashions Scandinavia Fair held in Copenhagen, Denmark.* International men's fashion week and international jeans fair in Cologne, Germany* Finnish fashion fair in Helsinki.
SEPTEMBER	<ul style="list-style-type: none">* British, French and American ready-to-wear collections for Spring/Summer shown in London, Paris, New York.
OCTOBER	<ul style="list-style-type: none">* British, French, American and Italian designer collections for Spring/Summer in London, Paris, New York and Milan.* Interstoff - international textiles and trade fair in Frankfurt, Germany.
NOVEMBER	<ul style="list-style-type: none">* International designer collections, Tokyo
DECEMBER	<ul style="list-style-type: none">* Portex Portuguese ready-to-wear fashion fair for Autumn/Winter (Porto)

From the CATWALK of the HAUTE COUTURE shows to the SHOPPING MALLS near you- what changes take place? Read On!

TREND SETTERS

The fashion leaders or innovators in design traditionally design for the top end of the market, as it is mainly wealthy people who can afford to follow all the latest fashions, without regard to practicality or cost.

This means that the top designers can use expensive fabrics and sophisticated production techniques, such as hand-finishing and fancy decoration. These details are one reason for the high price tags.

ADAPTING THE TRENDS TO MASS MARKET (ready-to-wear)

Designers who work in mass market get their ideas from the couture shows and adapt the trends that are set by the famous names. They will take a style that looks like it will catch on and produce their own version of the original look.

They use techniques to cut the costs such as; less expensive fabrics, sewing techniques that are simpler and can be done by machine instead of by hand. Customers will not have to pay high prices for a designer label, and each piece will be produced in large quantities instead of one of a kind, and so the end product can be sold more cheaply.

TREND WATCHING

New collections are kept secret until they are officially launched at a fashion show. This prevents other designers from copying and passing designs off as their own.

Once a collection is shown, it is really impossible to stop it from being copied. Fashion shows are full of reporters taking sketches and photographs, so a fashion "spy" with a sketch book is inconspicuous. Designers whose work is copied have to accept the practice as a fact of life, as it is so difficult to prove that their copyright has been infringed.