

THE FASHION YEAR

At the turn of the century designers showed their new styles once a year, in the 1940s designers figured out that if they showed new styles twice a year, their sales almost doubled. In the 1990s many designers produce four different season collections, as well as mid-season collections.

For the most part, designers divide the fashion year into two main seasons, spring/summer and autumn/winter. They must be very organized and plan their time to cope with the seasons demands. Check the calendar below for the major fashion events!

COLLECTION FOR SPRING AND SUMMER 1994

Designer begins the collection almost a year early:

- * March 1993 - attend the fabric exhibition nearest them to choose fabrics for next year's collection.
- * April 1993 - choose the theme or the inspiration behind the designs that make up the collection.
- * May 1993 - Book venue (the hall in which the fashion show will be held).
- * June 1993 - Book stylist, hairdresser and make-up artist
- * July 1993 - Book advertisement in Fashion Focus. (a trade magazine that attracts fashion buyers.
- * July 1993 - Book models, send out invitations. (Invitations are sent to fashion buyers and the press.)
- * August 1993 - SHOW!!! Collection is shown to buyers.
- * February 1994 - Collections in shops for consumers.

For a designer showing both seasons the big picture looks like this. You can fill in the details with the above information to see how complicated this scheduling can get!

SPRING/SUMMER

March 1993	October 1993	February 1994
Begin collection	Collection shown to buyers	Collection in shops

AUTUMN/WINTER

October 1993	March 1994	August 1994
Begin collection	Collection shown to buyers	Collection in shops