

mrs mac ltd.

a life changing event?

fashion show november 2006

the brief

A group of businesswomen approached mrs mac ltd. to assist them in the organisation of a fashion show for 1,600 people to raise funds for Teenage Cancer Trust. All fees would be waived for this charity event.

the organisation

Regular meetings were held between the 8 businesswomen to discuss responsibilities and roles. mrs mac ltd. volunteered to research and speak to specialists within the fashion industry to gain knowledge and vital tips on putting together a successful show.

Local fashion houses were approached by mrs mac ltd. to take part in the show. Over 30 retailers and designers were seen before agreement was reached with 11 of them. Once the final 11 were signed, mrs mac ltd. built up a relationship with them all. The theme and style of the show and the types of clothes they would like to exhibit were discussed. Model information had to be passed on and mrs mac ltd. produced a run-through of the entire show to inform the fashion houses of which clothes they could dress each model in. Problems were resolved and issues tended to when some models had to drop out of the show due to other commitments.

mrs mac ltd. approached over 5 model agencies until deciding on one who kindly gave some of their top models at a charity rate. Over the next few months, mrs mac ltd. chose 18 professional models to take part in the show and liaised with the agency for changes and updates.

The show included 6 non-professional models and three teenagers who had previously been diagnosed with cancer. It was vital that mrs mac ltd. liaised with these people to keep them up to date with changes, arrangements and requirements.

Regular meetings were held with the venue to discuss the production of the show and how to handle the enormous crowd that would descend on the building. Action plans were drawn up for all involved.

mrs mac ltd. met with the makeup artists and hair stylists to talk over looks and styles for the show. When the models were chosen, their colouring, hair style and general look was passed on for reference.

The show was styled by mrs mac ltd. This included the lighting, the music and the production; which models would exit and in what order.

mrs mac ltd. approached a fashion production specialist to advise how many dressers were needed for the show and to source them. The specialist liaised with mrs mac ltd. and the 12 dressers directly. They also "called" the show for mrs mac ltd.

A professional dance company were to perform two routines during the show. mrs mac ltd. had to work with them during the organisation process.

mrs mac ltd. provided on the day event management and prior to the day provided everyone involved with an itinerary which included a confirmation of roles.

The event raised in excess of £25,000 for Teenage Cancer Trust. Guests are still telephoning mrs mac ltd. and the other businesswomen to thank them for the evening.