

SEMESTER II

Course Title: INDIAN AND GLOBAL FASHION (THEORY)

Course Code: MFD/1/CC/012

Unit III: Fashion Fairs

- Fashion Fairs & Trade Fairs
- Fashion Shows And Runaway Shows
- Garment Technology Trade Fair
- Buyer-Seller Meets

Fashion Fair and Trade Fair

1. **Fashion Fair-** Fashion fairs are a harmonious occasion, with brands and shoppers of all breeds sharing their love of creative clothing under one roof. This opportunity to be a part of such an exciting meeting of lifestyles, cultures and aesthetics – especially if you're organizing the event – is a privilege indeed.
2. **Trade Fair-** Textile, Apparel and Clothing trade shows are an ideal opportunity for apparel designers and manufacturers to showcase their inventiveness and create a buzz about themselves. Every year, around 500+ apparel trade shows and clothing trade fairs take place in 50+ countries, with some notable ones being Magic in **Las Vegas**, Times Asia Wedding Fair in India etc.

Sometimes also referred to as garment trade shows and clothing trade fairs, apparel designers and manufacturers look forward to these events, since being noticed in them means a marked increase in their brand's recall value, thus increasing the prospects of success in the market.

Famous trade fairs to be held in 2021-

January 2021

- 08 – 09/01/2021 – Toronto Imprint Canada Show: TICS 2021
- 12 – 13/01/2021 – The London Textile Fair 2021: Textile Trends Expo
- 12 – 15/01/2021 – Heimtextil Frankfurt 2021: Germany Home & Contract Textiles
- 15 – 18/01/2021 – GTE New Delhi 2021: Garment Technology Expo
- 19 – 20/01/2021 – Premiere Vision New York 2021: USA
- 21 – 23/01/2021 – Heimtextil India 2021: Mumbai Textile Expo
- 28 – 31/01/2021 – DTG 2021: Dhaka Textile Garment Machinery Expo

February 2021

- 01 – 04/02/2021 – Texworld Paris 2021: International Textile Expo
- 07 – 09/02/2021 – Moda Autumn / Winter 2021: Birmingham, UK
- 13 – 14/02/2021 – Modish Lucknow 2021: India Fashion & Lifestyle
- 14 – 16/02/2021 – Pure London 2021: UK Fashion Trade Show
- 14 – 16/02/2021 – Scoop International Fashion Shows 2021: London

- 14 – 16/02/2021 – Jacket Required London 2021: UK Premium Fashion Trade Show
- 22 – 25/02/2021 – CJF Moscow 2021: Spring Child and Junior Fashion Expo
- 23 – 25/02/2021 – Asia Apparel Expo Berlin 2021: Apparel & Footwear
- 24 – 25/02/2021 – FILO Milan 2021: International Yarns Exhibition

March 2021

- 01 – 03/03/2021 – Interfabric Moscow 2021: Textile Materials Expo
- 04 – 06/03/2021 – LA TEXTILE 2021: Los Angeles Textile, Design & Production Expo
- 04 – 07/03/2021 – GSE Expo 2021: Thailand Garment Screen & Embroidery
- 10 – 12/03/2021 – Intertextile Shanghai Home Textiles 2021: Spring
- 11 – 13/03/2021 – Interior Lifestyle India 2021: Mumbai Home Furnishings
- 15 – 17/03/2021 – TEXSTYLE-EXPO 2021: Algeria Textile & Fashion Fair
- 16 – 18/03/2021 – FAE Shanghai 2021: Hats, Scarves, Gloves Expo
- 16 – 18/03/2021 – CHPE 2021: Shanghai International Hosiery Purchasing Expo
- 19 – 21/03/2021 – Gartex Texprocess India Mumbai 2021: Garment & Textile Machinery
- 19 – 21/03/2021 – Denim Show Mumbai 2021: Gartex Denim Industry Expo

April 2021

- 13 – 15/04/2021 – CAITME 2021: Tashkent Textile Machinery Expo
- 13 – 15/04/2021 – Textile Expo Uzbekistan 2021: Tashkent Exhibition

August 2021

- ?? – ??/08/2021 – CTG 2021: Cambodia Textile & Apparel Accessories Expo
- 26 – 27/08/2020 – Targi Mody Poznan Fashion Fair 2020: Poland

September 2021

- 01 – 03/09/2021 – Tech textile India 2021: Mumbai Technical Textiles, Non-Wovens Expo

Fashion Shows and Runaway Shows

Fashion Shows-

A **fashion show** (French *défilé de mode*) is an event put on by a fashion designer to showcase their upcoming line of clothing and/or accessories during Fashion Week. Fashion shows debut every season, particularly the Spring/Summer and Fall/Winter seasons. This is where the latest fashion trends are made. The two most influential fashion weeks are Paris Fashion Week and New York Fashion Week, which are both semiannual events. The Milan, London, Sibiu and Berlin fashion weeks are also of global importance.

In a typical fashion show, models walk the catwalk dressed in the clothing created by the designer. Clothing is illuminated on the runway using various forms of lighting and special

effects. The order in which each model walks out wearing a specific outfit, is usually planned in accordance to the statement that the designer wants to make about their collection. It is then up to the audience to not only try to understand what the designer is trying to say, but to also visually deconstruct each outfit and try to appreciate the detail and craftsmanship of every single piece.

Occasionally, fashion shows take the form of installations, where the models are static, standing or sitting in a constructed environment. A wide range of contemporary designers tend to produce their shows as theatrical productions with elaborate sets and added elements such as live music or a variety of technological components like holograms, for example.

Runaway Shows- A runway, catwalk or ramp, is a narrow, usually flat platform that runs into an auditorium or between sections of an outdoor seating area, used by models to demonstrate clothing and accessories during a fashion show.

Garment Technology Trade Fair

Garment Technology Expo• is the main promoter behind the conduction of most celebrated and awaited Apparel & Knitting Technology exhibition. The main rational of our organization behind creating such a platform is to accelerate the growth of country's textile sector, by educating and sharing with the people, the latest technological advancements in the field and to reward those who initially introduced those advancements.

Buyer-Seller Meets

Export promotion councils and commodity boards in India promotes exporters in various ways to sell products in international market.

One of the benefits arranged to exporters are the Buyer-Seller Meet organizing by Export Promotion Councils of various products to support exporters to find their overseas market. Such Buyer Seller Meet is arranged either in India or in overseas.

In a Buyer Seller Meet, the exporter can directly interact with buyers, exchange samples of product, finalize the pricing and conclude to place export order. The Buyer seller meet provides platform for exporters and buyers at one place to meet directly to discuss on business. Such meet

helps exporters and buyers to finalize export order also by finalizing terms of delivery, terms of payment and other conditions at one place by avoiding many other communications.

In short, the Buyer Seller Meet arranged by various export promotion councils and commodity boards in India support exporters for developing their international market by selling their product easily.