



HOW TO PLAN A FASHION SHOW

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STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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THE TEAM

Get together a team of reliable and enthusiastic people who are willing to help organise the show. Hand out jobs. Meet at least once a week to update each other on what's happening and make sure everyone is happy.

SECRETARY

Assigns and delegates tasks, records progress reports, arranges meetings, and writes minutes.

SHOW PRODUCER

In charge of theme, length and content of show, and ensures everyone knows what they are doing.

BACKSTAGE MANAGER

Ensures that everything goes exactly to plan on the day.

STYLIST/S

Finds clothes, fits models and sorts out the running order.

CASTING MANAGER

Organises the models and makes sure that they know what they are doing and attend rehearsals.

FUNDRAISING/ENTERTAINMENT MANAGER

Organises raffle prizes, refreshments for sale, decoration of the venue and theme/music. Will you include entertainment or Amnesty stand?

TREASURER

Takes care of recording expenses, money raised on the night and insurance issues (for the clothes).

PUBLICITY OFFICER

Sells tickets (preferably online) and advertises the show through posters, flyers, assemblies, emails, Facebook, and sending press releases to local media and organising a photo call.

Some of these roles can be amalgamated.

THE CLOTHES

Ask for donations from student clubs and societies from your university. Get your fashion and textiles department involved. Ask local stockists and high street stores – most are happy to lend clothes in exchange for advertising, eg a logo on your posters or flyers. Make your own ethical outfits.

Please note:

Fashion shows for Amnesty (and in general) should promote ethical clothing and fair trade.

Examples of ethical brands: People Tree, Celtic and Co., Purity, Transform Clothing, Inky Deep
Other ethical and eco-friendly option: Vintage

THE RESOURCES

Book the venue first – it will need to accommodate your group size. Decide on date and time.

The venue will need a podium/catwalk, which can either be there or assembled as blocks.

Your show will need specific lighting, eg spotlights and non-flashing lights, sound system. Request equipment for the day.

OTHER ESSENTIAL RESOURCES INCLUDE:

MODELS

Who will you have modelling? How many models will you need?

HAIR AND MAKE-UP

This can be done by students/models themselves to reduce costs

PROPS AND MUSIC

Are you going to choose a theme?

GUEST LIST

Who are you going to invite that you really want to promote this event to?

AMNESTY STAND OR EXHIBITION

How will this work? Where will you get literature?

FUNDRAISING AT THE EVENT

Hold a raffle, sell clothes, sell food, donations on entry.