

[Showcase : Apparel Design Branding]

In a Sentence |

A collaborative branding project for the Apparel Design and Merchandising program for their first large-scale senior Fashion Show.

In a Paragraph |

The Apparel Design and Merchandising program is having their senior Showcase at Convocation Center on April 23rd 2017, and they need design materials to promote and facilitate the show. The show will feature about 60-80 students and there will be about 1000 people in attendance expected. The ideal objective for the showcase is to develop uniformity through bold and sleek design for their programs, invitations, posters, signage, and a website.

Context |

Research :

“Showcase, runway fashion show, is an annual exhibition of apparel designs created by Appalachian State University students in the Apparel Design and Merchandising program in the Department of Apparel Design. Showcase is on April 23rd 2017 at the Convocation Center.

The main portion of the show will feature a series of cohesive collections created by students enrolled in the spring 2016 Apparel Production class. Additional work featured will include individual student designs created in the following classes: Apparel Construction, Flat Pattern Design, Sustainability in the Apparel Industry and the Reebok Studio, as well as independent student designs created out of classes. There will be about 60-80 student designers in this show. There will also be a brief exhibition of Apparel Design and Merchandising faculty designs. Last year their promotional costs for the programs, invitations, flyers, and release forms was about \$700.

Apparel Design and Merchandising at Appalachian State encompasses the design, merchandising and marketing of apparel and textile products providing students with a comprehensive understanding of the global apparel/textile complex. Students acquire the skills necessary for the process of apparel product development from concept to consumer including design, production, distribution, marketing and merchandising.” The Apparel Design and Merchandising Major is within the Applied Design Department. The Department of Applied design also includes industrial design and interior design. The main goals of this department are innovation, collaboration and creativity.

Cont. Research:

Well known fashion shows, such as NY or LA, tend to give away items to their audience. One of the common items are “swag bags,” which are tote bags representing the shows brand, they mostly are screen printed. These bags typically hold other goodies within it to go along with the show’s program. Fashion Shows typically also have a backdrop projector screen where they show the name of the show along with the designers names as their models come out. It usually includes modern typefaces with high contrast. Design materials promoting these shows contain minimalist styles typically. Another interesting aspect of both NY and LA fashion week, is the overall branding of the event. We plan on maintaining a clean and sleek look, much like the branding done during fashion week. We believe that the branding (logo, print, or web) should not be the star of the “runway”, but rather compliment the event. We want to ensure that the students remain the primary focus of the entire show. Another aspect that “Fashion Week” that was a huge inspiration is how they allow experimentation within their print materials. NYFW especially stood out between the two. Although it was a very much controlled “experiment” we found the results of being experimental, provided a sense of characters or style for their Fashion Week event.

NC State University also puts on a showcase of their senior students, the College of Design’s Art + Design has previously been called threads senior collection and College of Textiles has been called art2wear. University of Minnesota has a website for their senior apparel design shows every year. They include the designers, a little bit about their program and a look book of their show. These precedents don’t necessarily have a clear brand for their shows year to year either. App State’s senior show is always called Showcase, but it has not always be branded similarly.

Audience :

An audience of about 750 people attend this event, which will consist of students, faculty, visiting professionals within the industry, family, and the general public. 120-150 VIP seats, which will be compiled of industry professionals, faculty, and prospective students.

Tone |

The tone of our project will be polished, bold, confident and sleek. We want the students work to be the center focus of our project, meaning that we want to design something that compliments their work and doesn’t diminish their dedication towards their craft.

Deliverables |

The ideal objective for the showcase is to develop uniformity within the design deliverables. For the Showcase we will be creating save the dates, invitations, a logo, programs, posters, and a website.

Cont. Deliverables:

We plan to create a brand for showcase that they can use every year from now on, so to not have a theme within the design, but creating something eye-catching and relevant. We also plan to photograph the students that will be in the show for the program and website we design. Last year they printed about 500 copies of the program, but this year they plan to print 1,000 since they expect a higher attendance. They print their materials in Katherine Harper through Mountaineer Printing. The invitations we design will be sent to people in the industry and administration.

Also, we would like to build a website to promote the show and for the students and department to have a record and being able to showcase the work presented. It would have a section about showcase, the apparel design department, and the designers in the show. It would have a page of the main designers in the show, about 30 students, and it would include a small profile of the students explaining their inspiration with images of their work.

Schedule Meetings | Spring Semester:

- biweekly meetings with class
 - mood boards & mind maps
 - figuring out typefaces
 - create save the date
 - starting logo design
 - taking all of students headshots
 - design invitation
 - design posters
 - laying out program
- 1st Draft of products to Anthony: Feb 20th (logo, save the date)
2nd Revised draft: March 3rd (revised of above, invitations, posters)
Final Draft: April 7rd (revised of above, program)
Complete Website
Event: April 23rd

Their senior studio classes is Monday/Wednesday 1-2:50 and 4-5:50.

References |

<https://design.appstate.edu/programs/apparel-design-merchandising>
<http://nyfw.com/>
<https://lafw.net>
<http://fashionshow.design.umn.edu/>
<https://mountaineerprinting.appstate.edu/about-us>
<https://sites.textiles.ncsu.edu/threads-senior-collection/designers>
<http://www.collegefashionweek.com/>