

Luna Maria:

BYUI Fashion Show

Mid-Semester Report

The Spring 2024 Fashion Show Committee's Mid-Semester Progress Report for future committees and mentors.

This Case Study...

This case study highlights the initiatives undertaken by the Fashion Show Committee from April 26th to June 25th.

During this phase of the semester, our team concentrated on developing polished deliverables for our Event Coordinator in preparation for the pre-production meetings scheduled on June 27th and June 28th.

We also dive into how we organized and delegated responsibilities within our team with the intention that future committees can utilize and adapt our structure to have successful committees and shows.

Our deliverables in the case are initial drafts of our **Venue Layout, Script, and Event Timeline...**



Leadership Styles & Management



Spring 2024

Fashion Show Committee

This semester, we divided our team into five separate roles...

Committee Chairman

- *Responsibilities*



Itavi Stearns

- *Assemble agendas and delegate assignments between roles.*
- *Lead creative team discussions and decision processes.*
- *Mediate conflict between third-parties and the committee.*
- *Communicate with BYU-Idaho Events Coordinator, Ticketing Office and AV & Broadcast Services team.*
- *Document processes and progress for the upcoming committee.*
- *Create Instagram Reels and content*

Stage Manager

- Responsibilities



Moriah Parent

- *Construct medical forms and contracts for runway models and designers.*
- *Develop itinerary for Runway Rehearsal, Set-Up & Day of Show.*
- *Manage backstage technical crew and models throughout show.*
- *Design technical layout of show and runway paths*
- *Collect medical and safety forms of models as well as other documents*
- *Manage Runway Rehearsal, Morning Rehearsal and Show events*

Campus Marketer

- Responsibilities



Anais Campos

- Commission and coordinate with Graphic Designer and send in approvals through the University
- Book informational booths outdoors or in the crossroads to advertise show
- Source guest speakers and pre-show entertainment for event.
- Primary contact between other departments interested in holding a table or participating in the show
- Assist with sourcing decorations and designs for the runway show.
- Primary contact for runway sound designer

Decoration Designer

- Responsibilities



Abigail Martian

- *Primary author of fashion show script*
- *Sketch and render layout of the McKay Ampitheatre and pergola designs*
- *Additional contact between other departments interested in holding a table or participating in the show*
- *Primary decoration designer*
- *Collaborate with theatre department for design and construction services, and props*
- *Develop materials and shopping list for venue*
- *Assist with sourcing pre-show entertainment and speakers*

Entertainment Coordinator *-Bio & Responsibilities*

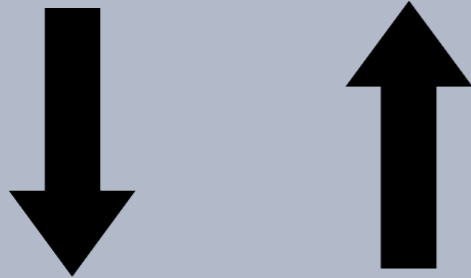


Jocelyn Munoz

- *Source guest speakers and pre-show entertainment for event.*
- *Develop A/V & Broadcast Productions Resource list of equipment, services, etc. our show requires*
- *Contributor to theme branding, venue design and stylistic choices for the event*
- *Primary contact for Video and Photography Team*
- *Source photographers who are willing to do Print for Trade, for our Fashion Show.*

-

Committee Chairman



Roles:

Decoration Designer, Stage Manager
& Entertainment Coordinator

Stage Manager
& Faculty Mentor

Advice from Spring '24

- *Focus on interdependence and empower each role.*
- *Discuss meta-communication or “how” the discussed ideas, reported work, or made group decisions.*
- *Establish expectations and goals as a group to ensure the success of the project.*

Leadership

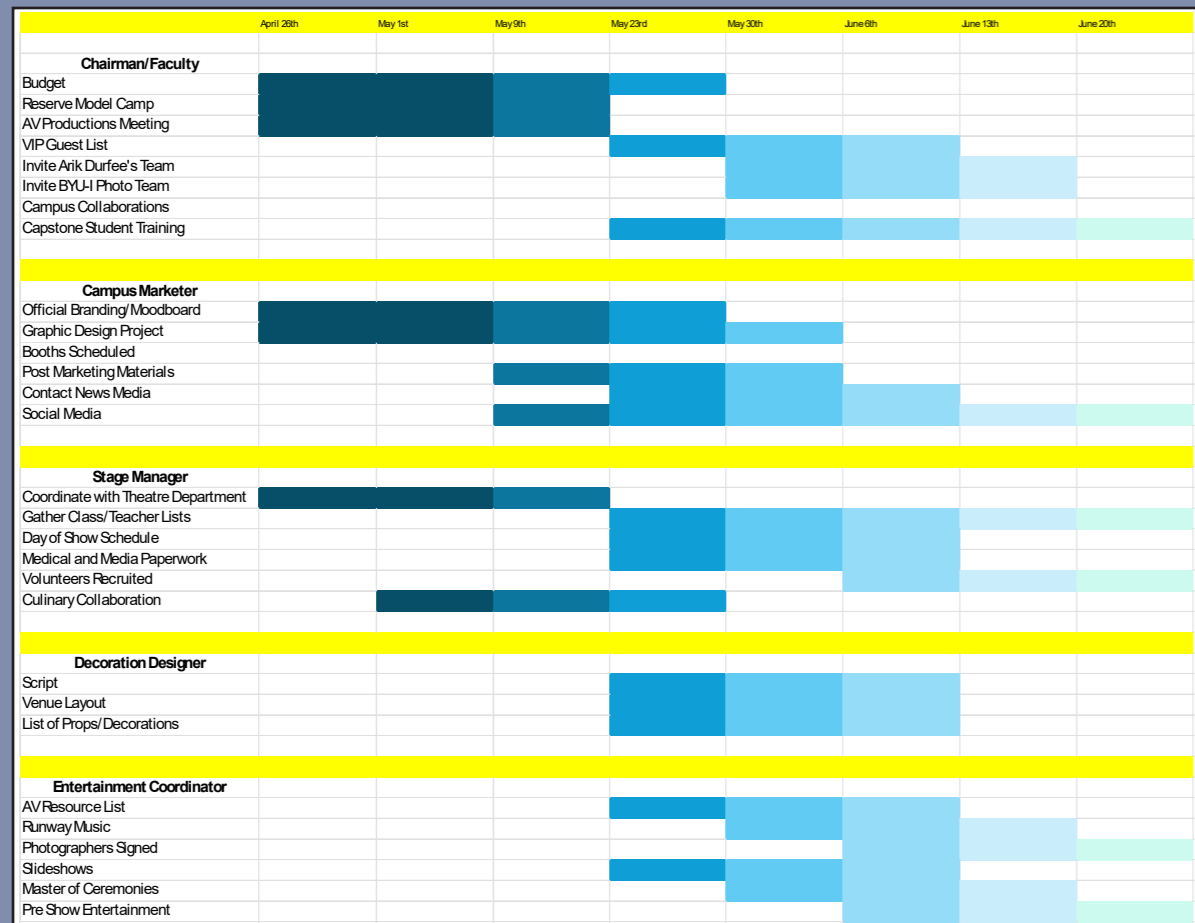
The committee utilized a new organization system of 5 roles to help delegate tasks and responsibilities.

The team was managed by the Chairman who distributed work amongst the Decoration Designer, Entertainment Coordinator and Campus Marketer. The Stage Manager mingled in between roles as their responsibilities were widely spaced.

Each role was given creative freedom and leadership to manage their jobs. Roles reported weekly to the Chairman who assisted in managing timelines and coordinating with outside resources.

Timeline

Projected Timeline Gantt Chart



Actual Timeline Gantt Chart



My original timeline prioritized scheduling meetings, venues, and services. However, within the actual timeline, these details were postponed due to insufficient information, ongoing brainstorming, and our primary focus on resolving branding issues.

We exceeded our goal in decreasing branding time! Event layouts and entertainment took longer to organize, and some details were not addressed until the end of this 8-week period.



Marketing & Advertising

The Branding Story

“Lunar Maria” or “Moon Sea” in Latin, is a fantastical and scholarly blend of the sea, the moon and the stars.

This semester, the committee wanted a theme incorporating fantasy elements with nods to the Fashion Show date which is the 55th anniversary of the Moon Landing.

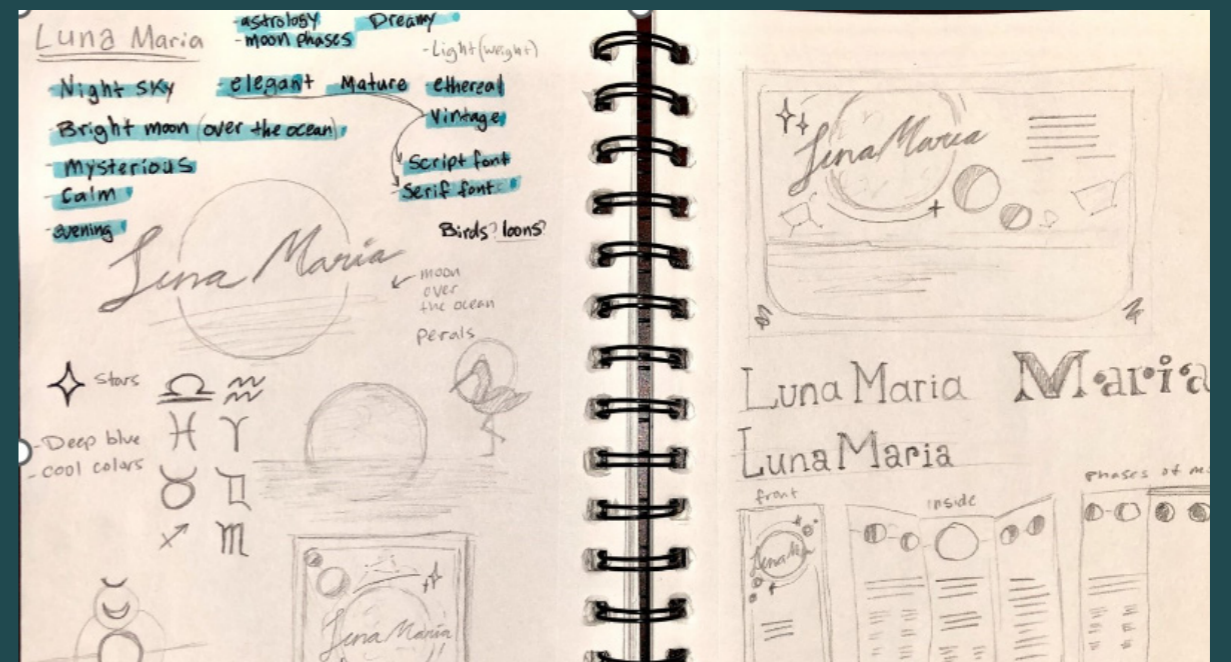
“Conceptual Moodboard”

designed by
Abigail Martian



Just as the Moon Landing crossed the boundary from myth to scientific discovery, we wanted our fashion show to create similar feelings of awe and wonder for patrons.

Sketches by Peter Gehring



Marketing Materials



(Designs by Peter Gehring, Coordinated by Anais Campos)

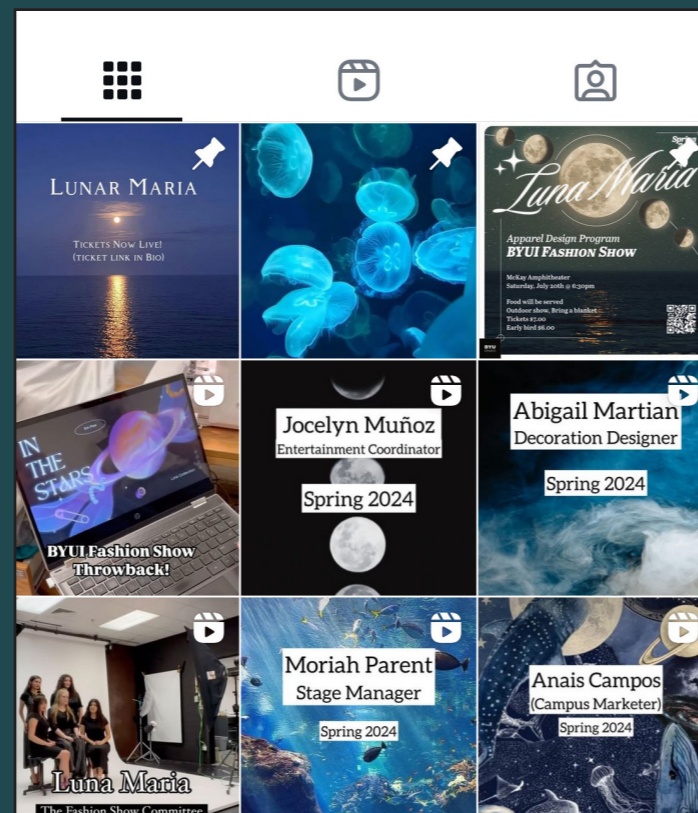
These are the billboard and poster designs for the Graphic Designer. We commissioned the designer to create for us ticketing icons, kiosk/billboard designs, DSN and more.

Social Media

Content Results:

This semester, I am responsible for creating social media content for the BYU Apparel Design Society Instagram Page. I volunteer currently as the Social Media Officer for the society, so I have access and full control to design the Instagram to fit the needs of the society and the fashion show committee.

This semester I created 7 reels, 2 posts, and 13 stories in a month. Compared to last semester's Fashion Show content, I have produced almost the same amount of content within half the time. Our previous shows' content average is 9 content pieces within a 3-month period.



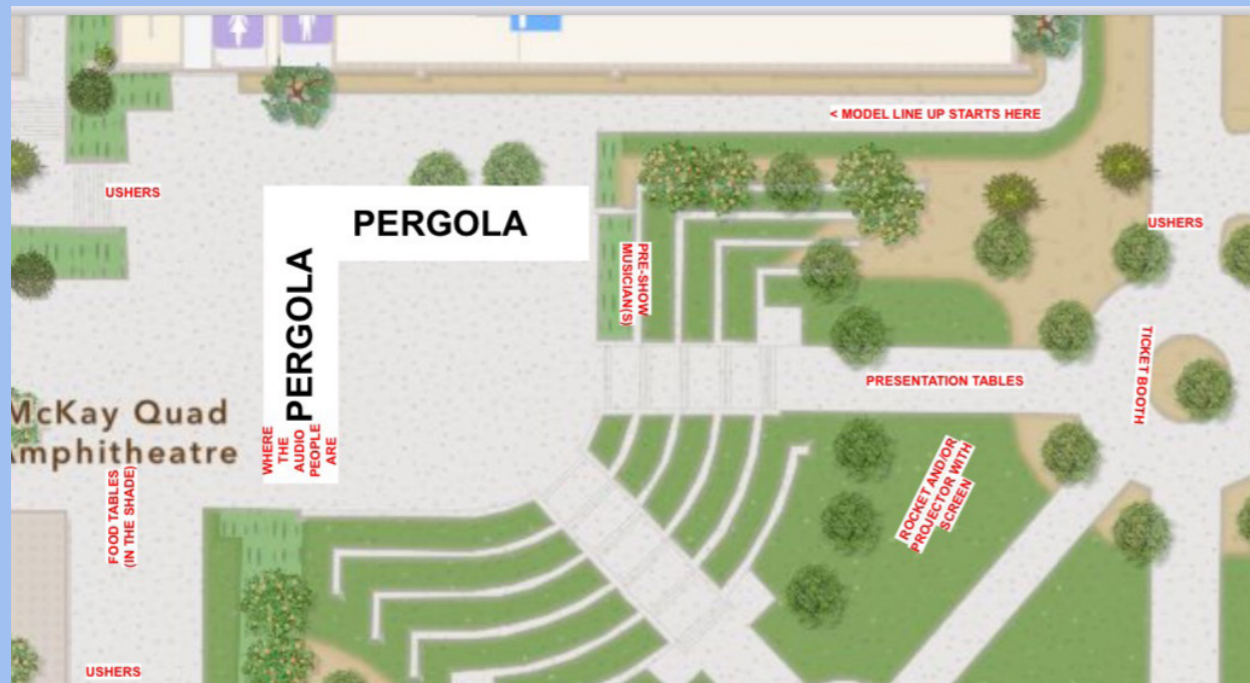
Content Pillars

- Committee Interviews
- Behind the Scenes
- Fashion Show Theme



***Stage
Management
& Decorations***

Venue Layout



Initial Layout for Review

This is our initial layout for the our runway venue at the McKay Ampitheatre.

We have previously used the space for our Spring 2023 Show. The McKay Ampitheatre is a practical and beautiful space because of the outdoor step seating and the pergola.

In our meeting with our Event Organizer through Event Services, we will show him this initial diagram which from there he will develop a schematic for his team.

Important Details

- *We are pitching the idea of hanging cardstock moon phases from the pergola with fairy lights.*
- *Placing Culinary before entering the stairs to the Manwaring Center under the sky bridge so the team can have shade for food service.*
- *We will have display tables on the grass near the Smith Building. Ticketing will also be at that enterance and others around the ampitheatre.*



(Designs and Layout by Abigail Martian)

Medical Forms & Allergies

Student name	Gluten	Celiac	Dairy	Soy	Nuts	Other
Kaitlyn Stout					x-walnut & pecans	
Rebecca Brown					x-Hazel	
Brittanie Romriell	x					
Sarah Liddiard	x		x			Meat
Madeline Jex						Shellfish
Kaylee Croasmun		x			x-peanuts	
Madeline Blanchard						Salmon
Shyanne Turley	x					
Samantha Monroe	x		x			
Kathleen Deibel		x				
Mckayla Taylor	x		x	x		
Abigail Gibbons						Honey & Cantalope
Sara Schmitz		x				Pork
Jesselyn Stoddard						Onions & garlic
Sam Larson						Grapefruit
Katelyn Craddock						Red 40
Sabrina Johnson			x		x-peanuts	spinach, eggs, sesame
Kailoni Morgan			x			

(Data acquired by Moriah Parent)

Moriah Parent gathered medical forms and lists of allergies from the models as apart of stage management.

This information goes to event staff, our faculty and safety. We also send foods and allergy information to culinary services so they can make allergy-friendly food for our models backstage.

We are projecting and collecting information for 100 models.

BYUI Fashion Show

Emergency Medical Form

BYU-I Fashion Show Emergency Form

Name: _____ DOB: _____

Address: _____

Phone Number: _____ Email: _____

Primary Emergency Contact

Name: _____ Relationship: _____

Address: _____ Phone Number: _____

Secondary Emergency Contact

Name: _____ Relationship: _____

Address: _____ Phone Number: _____

Emergency Medical Information

Medical Conditions: _____

Allergies: _____

Medications Currently Being Taken: _____

Any Other Information? _____

Foods Information

Any allergen/intolerance accommodations for the meals? Which ones? _____

Continue on the Back If Needed

All this information will remain confidential and will only be used in case of emergency.

Stage Management and Faculty will be the only ones with access to this information.

Made by Moriah Parent- Updated 05/30/24

(Form designed by Moriah Parent)

Initial Draft of the Script

We are in the process of designing a script for our Master of Ceremonies, A/V & Broadcast Productions and our staff. In the Script we outline the main series of events.

This our initial draft utilizing the event structure from the previous Fall 2023 and Winter 2024 BYU-Idaho Fashion Shows.

We also wrote down class lists of models and designers!

WINTER 2024 Fashion Show Script:

Preshow:

At 2:20 pm **MC announces**, "The fashion show will begin in 10 minutes. Please pick up your Hors D'oeuvres and take your seats."

Fashion Show Begins ~ 2:30 pm

MC | "Welcome to BYU-Idaho's Spring 2024 Fashion Show "Luna Maria".

MC | I am excited to be your emcee this evening. This production showcases more than just our creative apparel students. It is a showcase of the community of different majors here at BYU-I. Our university has an abundance of intelligent and talented students whose skills range from music to food, event services, marketing, communications, geology, and astronomy.

MC | Before we begin, we would like to thank our pre-show musicians for the lovely opening music and **(NAME)** for our runway track! And of course, we would love to thank our wonderful **Apparel Faculty** for their teaching expertise, without them this production would never have been possible.

Sarah Liddiard, the Apparel Design Society President, will now offer the opening prayer."

[Opening Prayer]

207- Blakley	207- Peters	235-Childrens Halli Jones Ashtyn Shaw Kaylee Croasmun Emily Stockton Isabelle Sedrick Brynlee Quass Mya Young Katelyn Hess Aspyn Barclay Norene Lewis Nicha Tucker Sydney Savage Cambree Mathews Tiffany Niedens Kaitlyn Stout Emmy Winkelman Elaine Bleazard
245- Pattern Making Madeline Blanchard Mackenzie Boyter Mary Alice Briggs Rebecca Brown Astoria Carroll Kaylee Croasmun Kathleen Deibel Abigail Gibbons Elaina Lopez Cambree Mathews Sami Monroe Tiffany Niedens Kylee Rex Trinity Treseder Nicha Tucker Emily Walton	290- CAD	307- Johnson Josephine Barnes Caroline Beebe-Urbanawiz Mackenzie Boyter Ava-Marie Christensen Katelyn Craddock Kathleen Deibel Trulie Hall Sabrina Johnson Samantha Larson Jennifer Lee Kylenn Morgan Allie Potter Nicha Tucker Shyanne Turley Mary White
325-Fashion History	345- Fit and Alt Madelene Briggs Mary Brookes Anais Campos	490- Draping Rachel Angle Vivienne Butler Emily Call

(Script by Abigail Martian and Moriah Parent)

(Data acquired by Moriah Parent)

Classes in Show

- **Children's Classes**

- **Pattern Making**

- **Apparel Construction II**

- **Fitting and Alteration**

- **Draping**

- **Knits and Swim**

- **Capstone Projects**












Initial Itinerary

This is a page from the itinerary we are sending to Event Services before our pre-production meeting.

Our itinerary covers Modeling Camp or Runway Rehearsal, Day of Show Prep and the Show itself.

Our meeting with the A/V & Broadcast Productions Team and Event Services will help us plan out call times, event resources, and additional instruction to host a successful event.

Spring 2024 Fashion Show > Spring 2024 Stage Management

 Name ▾	Modified ▾	Modified By ▾
 Individual Class Lists	June 17	Parent, Moriah
 Check in Sheets 6-17.xlsx	4 days ago	Stearns, Itavi
 Fashion Show Medical Form.pdf	May 30	Parent, Moriah
 Foods Chart.xlsx	June 17	Parent, Moriah
 Layout.docx	5 days ago	Stearns, Itavi
 Master Class List 6-17.docx	June 17	Parent, Moriah
 Spring Fashion Show Itinerary Draft 1.0.docx	10 minutes ago	Stearns, Itavi
 Tentative 1st Draft of the Script.pdf	June 6	Martin, Abigail

Spring Fashion Show Itinerary

Friday – July 12th (Runway Rehearsal)

5:00 pm- Fashion Show Committee arrives at McKay Amphitheater to do set up needed for Runway Rehearsal. Make sure sound can be heard throughout amphitheater. Mark runway path with chalk

5:30 pm- Runway Rehearsal starts. Itavi and Nina Tulieva in charge. Other Committee members will provide support. _____ will be getting photos and videos for content. Try and have as many students as possible come.

Things to go over:

1. This will be the runway setup for the actual show, so use this time to get used to it.
2. Talk about the number of beats to pause
3. Go over different poses
4. Go over walking in general
5. Mainly here as a confidence boost

Saturday - July 20th

7:00 am- Committee begins to decorating.

8:30 am- Have the sign in stations setup/Call time for TAs to go over what we need them to do

Things to go over:

1. The lists are alphabetized by first name. Work together with the TAs for those in multiple classes. These students are marked with asterisks. When checking these students in, make sure they got the email about where the quick change area is located.
2. Print out the sheets and organize by TA helpers. After walkthrough, highlight who wasn't there so teachers know. Reorder by teacher.
3. Have two sets of class signs, one for seats and one for tables. Point out to TAs where their seats are so they can direct correctly
4. Give children's the bracelets they will need for their models, which will be the color for FOH

9:00 am- Walkthrough

(Itinerary by Moriah Parent)

Conclusion...

The next chapter to organizing the event is the approval and collaborative process between the Fashion Show Committee and Event Services.

Once accommodations and changes have been made, our next phase will be to execute our designs and organizational plans to get the show on a roll.

After July 20th, 2024, the Fashion Show Committee will produce an additional case study with intention to cover the results, sales, and feedback from completing the show.

Thank You!