

INTERNET

Online streaming of fashion shows makes show locations irrelevant

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By ERIN SHEA

As more brands offer live streaming and online replays of their presentations at global fashion weeks, the location of the actual show and of viewers is becoming less important.

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Of course, an online stream is no replacement for the spectacle and experience of a live fashion show. However, as the number of brands involved in the four big fashion weeks continues to grow, live streaming could help fashion enthusiasts watch more shows and give brands greater exposure.

“The overall development is that location is becoming less and less important for fashion shows,” said Steven Fischer, lecturer of image, style and design at [Northwestern University](#), Evanston, IL. “If you can have a show online, then you can produce a show pretty much anywhere.

“However, there is a secondary show of all the attendees and celebrities that decided to watch these shows and the people that are there to photograph these viewers,” he said.

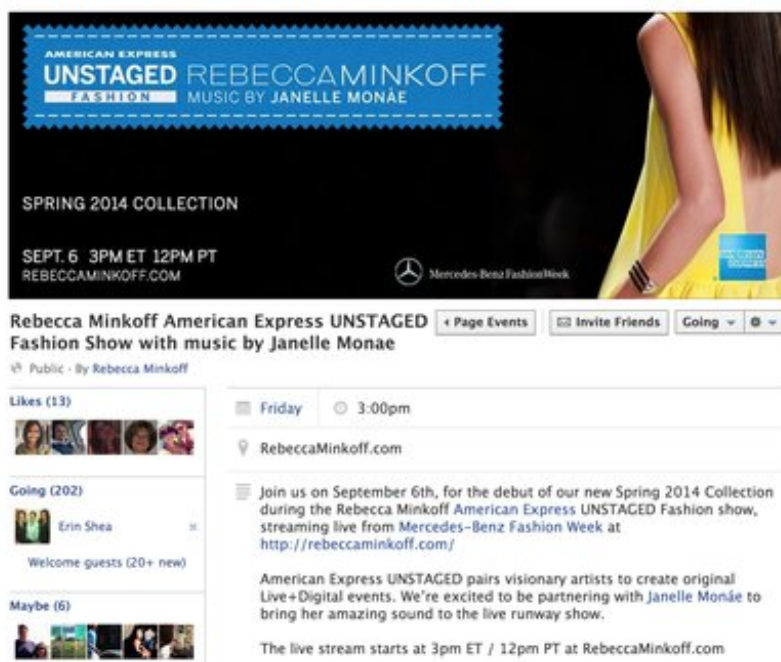
“The reach of the fashion show has gotten much wider since brands have started live streaming shows.”

Virtual viewers

Many brands continue to host online streaming and replays of their fashion shows for those fans that are unable to attend the actual show.

For instance, apparel and accessories label Rebecca Minkoff is inviting fans through a Facebook invitation to view a live streaming of its New York show online.

The brand is encouraging users to RSVP through Facebook, follow the brand on Twitter for live tweeting during the show and watch the stream and behind-the-scenes action on the brand's Web site.



Rebecca Minkoff Facebook event

Also, U.S. label Michael Kors offers online views of its show from a live-stream dedicated microsite. The site is available at: <http://live.michaelkors.com>.



Michael Kors' live streaming microsite

Currently the site is giving a preview of the spring 2014 show, which takes place Sept. 11, and allows consumers to digitally RSVP by adding the show to their email calendar.

All Access Kors LIVE | Spring 2014 Runway Show

A front-row editor's seat. A bird's eye view. A close-up of the last look. Watch the show from all angles on our exclusive live-stream from Lincoln Center in New York City.

Add to your calendar:



Where:
<http://live.michaelkors.com/>

Organizer:
Michael Kors

When:
Start: 11/9/2013 9:30:00 AM
End: 11/9/2013 10:30:00 AM

Calendar reminder

Furthermore, U.S. label Oscar de la Renta is limiting the number of fashion show invitations sent out by hosting a single spring 2014 show with 350 invitations, according to [WWD](#).

However, the label is promoting the show to its fans through Facebook with teaser sketches and is encouraging them to watch the show live on its Web site.



Oscar de la Renta Facebook post

Even with the addition of live and repeat streaming online, there is no replacement for experiencing a fashion week in person.

“As great as the live streaming is, you can never capture the essence of the show as best as you can by attending live,” said Rony Zeidan, president and creative director of [RO New York](#).

“The overwhelming music, the drama of the light, the movement of the clothes on models and the ability to see them at every angle is priceless,” he said.

More exposure or more selective

By offering live streaming of shows online, brands that are more selective with invitations or those with a broad fanbase are able to better accommodate those who want to view the show.

“With the integration into digital, fashion week has become much more accessible and visible for the general audience that wouldn’t have been able to go in the past,” said Lauren Klostermann, head of industry for fashion at [Blue Moon Works](#), Denver, CO.

“There are so many ways for the general audience to connect to these aspirational brands, such as Snapchat, Pinterest, Instagram and Vine,” she said.

“Brands will need to be mindful of the original intention of debuting new spring lines and sharing the designer’s vision with a general audience via a streaming show and also where possible, opportunity to purchase products in real time.”

On the other hand, some brands have hosted extremely exclusive fashion shows that place limits on both the attendees and the media. Tom Ford has previously hosted shows where no images were released from the event.

This strategy could work for some luxury brands that are trying to maintain their exclusivity, even in their fashion show. However, this method does not work for every brand.

“Being selective in attendance to the shows works well for the luxury and high-end brands, especially the established ones,” RO New York’s Mr. Zeidan said.

“Different brands have different platforms, and achieve different results by showing their brand in their own way,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/8_Ulh0er8n4](https://www.youtube.com/embed/8_Ulh0er8n4)

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