

Fashion Design Students Strut Their Own Stuff By Organizing Fashion Shows

Fashion students from International Academy of Design and Technology in Chicago coordinate and produce events as a class practicum.

(PRWEB) June 30, 2005 -- This summer, fashion design students from International Academy of Design and Technology (IADT) in Chicago (<http://www.iadtchicago.edu/>) are learning about fashion shows the smart way -- they are doing it themselves. As part of the Merchandising Management curriculum, Fashion Show Practicum, these Fashion Design & Fashion Merchandising classes together work all summer on events which they run themselves, including fittings, dressing and supervision of the Ford models that are used in the show, garment selection and preparation, choreography, music, and full set up and breakdown of the show. IADT is a career-focused school that offers training in today's modern technology, and classes that are relevant to a future career.

The junior and senior level students' work began in May with the International Academy of Design and Technology's 26th annual student fashion show, IMAGINE 2005, sponsored by General Motors' North Central Region. It was a student-produced event, showing some of the season's most innovative and memorable fashion concepts. The summer shows will use some of the same garments from IMAGINE, some new ones, some from former shows; from casual to wearable art to evening.

The first of the shows is on July 9th at 12:30, at the Lakeview's Clark Street Fair on the Clark and Addison Stage. A half hour show, these shows should be a little more casual, lively and shorter than the big Imagine show with new music, new choreography, some different garments and with less complicated hair and makeup.

IMAGINE is a uniquely student-produced event, with involvement going well beyond IADT's fashion design majors. IADT advertising and design/computer graphics students created the logo, poster, invitations and program for the event. Computer/3D animation and audio for the show was produced by the school's multimedia and design students, technical support by PC/LAN students, set design by interior design students, and show production support by merchandise management majors.

Travis J. Reed, who has an extensive resume in the fashion field, mentors these students as the instructor of classes at IADT is also an alum. He brings his experience at the Flagship stores downtown Chicago of Marshall Fields, Anne Taylor and Sears, and shares his passion for visual merchandising. Covering the entire gamut of fashion marketing his classes include Visual Merchandising, Advanced Visual Merchandising, Fashion Show Production, Fashion Show Practicum, Fashion Technology and Retailing Practices and Principles.

IADT is located at One North State Street, downtown Chicago. IADT-Chicago is an accredited institution of higher education that offers bachelor's and associate's degrees in a variety of disciplines based on a strong heritage in fashion and an expanding emphasis on high technology education.

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