

# Fashion Week 101

By Sally Mansour

## A QUICK GUIDE TO FASHION WEEKS FROM AROUND THE WORLD

It all starts in fashion week. New patterns, colour matches, fabrics and trends that take the world by storm are first revealed here as top designers gather and bring out what they have in store. With the onset of every new year the fashion industry prepares for a series of extravagant events across the globe. So for all the fashion fans out there always on the lookout for new ways to dress, here is a guide around the world to the top fashion weeks coming up next year (and if you are lucky enough, know the right people and are in the right place at the right time you may get to attend too!)

**PARIS FASHION WEEK** Ready-to-wear collections are shown twice a year in enchanting Paris in the event dubbed by many as 'the mother of all fashion weeks'. Designers that typically showcase their work here include Louis Vuitton, Stella McCartney, Balenciaga, Miu Miu, Givenchy, Isabel Marant, and Valentino. When? Fashion Week for the Fall-Winter 2015/2016 collection will be held from March 4th-11th. Spring-Summer 2016 fashion week will be held from September 30th to October 7th.

**THE SPECIAL PARIS EXTRA** Paris Haute Couture Fashion Week: This highly creative and colourful event is where selected designers create one-time outfits to display their skill and technique. When? The event next year is from January 25th-30th.

**NEW YORK FASHION WEEK** The fashion event of the year in America. Designers have their ready to wear shows in different spots around New York such as the Lincoln Center, Highline Hotel and Milk Studios. Michael Kors, Calvin Klein, Marc Jacobs, Anna Sui, and Vera Wang are some examples of designers that regularly appear in NYFW. When? Held twice a year, the first one will take place from February 12th-19th for Fall-Winter 2015 and the second one from September 10th-17th for Spring-Summer 2016.

**LONDON FASHION WEEK** The city brims with fashion events during this week. Fashion shows, receptions, launch parties, special shop window displays and workshops in famous shopping streets (namely Oxford Street and Regent Street) take over London. Designers that showcase their work here include Amanda Wakeley, Tom Ford and Mulberry. When? First LFW will be held from February 20th-24th for Autumn-Winter 2015, and second one from September 18th-22nd for Spring-Summer 2016.

**THE SPECIAL LONDON EXTRA** A unique event that takes place right after London Fashion Week is London Fashion Weekend. A series of catwalks and fashion events are open to the public where anyone with a ticket can get to attend (hooraaaaayy!)

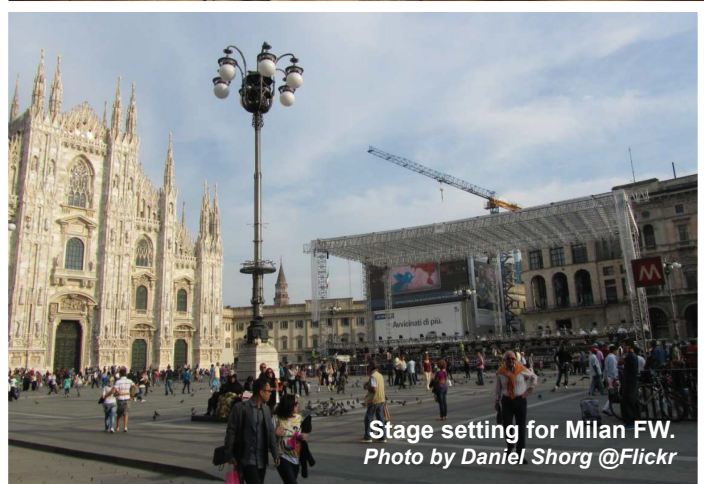
**MILAN FASHION WEEK** Also known as Milano Moda Donna, MFW has an extra special flavour as many fashion events take place in outdoor venues; the Milan palazzos (palaces) and piazzas (squares). Adding to that, the public audience can enjoy the fashion shows via large display screens in various city points. Designers such as Gucci, Armani, Roberto Cavalli, and Versace are regulars here. When? The semi-annual event will be first held from February 25th to March 3rd for the Autumn-Winter 2015 collection and then from September 23rd-29th for Spring-Summer 2016.



Backstage at Paris FW. Photo by Tres Bien @Flickr



A designer flash mob in Grand Central Station during New York FW  
Photo by Dan Nguyen @Flickr



Stage setting for Milan FW.  
Photo by Daniel Shorg @Flickr

## FASHION

### BERLIN FASHION WEEK

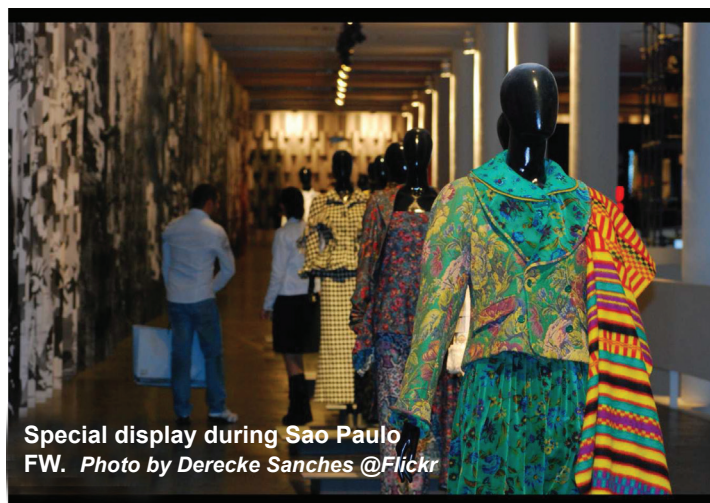
With its unconventional take on fashion, BFW has earned a unique spot in the annual fashion calendar. Addressing topics such as 'green fashion' (looking at ecological fashion) and holding special events such as the Bread and Butter international exhibition for urban and street wear, has added much to its popularity. Famous local designers that show here include Lala Berlin, Kaviar Gauche and Vladimir Karaleev. When? BFW is held twice a year in January and July.

### SAO PAULO FASHION WEEK

The most famous fashion week in South America, SAFW adds the needed touch of Latin American extravaganza to the fashion scene. It shows both local Brazilian designer brands such as Ronaldo Fraga, Paula Raia, and Reinaldo Lourenço as well as international ones. When? While no specific date has been announced for the upcoming year, the event is expected to be around March and November (like the previous shows).

### HONG KONG FASHION WEEK AND WORLD BOUTIQUE

These two major fashion events are held concurrently; Hong Kong Fashion Week is the largest fashion exhibition in Asia while World Boutique is a one-of-a-kind fashion event in Asia showing designs from around the world. Both events are major trend-setters in Asia. Previous designers that were shown here include Amaya Arzuaga, Calla Haynes and Henry Lau. When? Held once a year, next year's event will be from January 19th-22nd showing the Fall-Winter collection.



Now that you have the dates for the most popular fashion events in various cities around the world, maybe planning a trip to one of them and perhaps getting the chance to brush up against a top designer or two is not a bad idea?