

Immanuel Sancton & Associates
Suite23, 418 Rue Mouffetard
Paris

Project: Fashion Accessory Stands

Client: Fashionata International

Project Specification:

A major international fashion marketing organization requires a range of accessory stands for a photo shoot. Design examples that fit the Marketing Consultant's description (see below) will be considered favourably if presented with flair, originality and elegance. Scale models shown full size in an actual fashion parade (digitally enhanced) will enable the selection panel to decide which designs will be chosen for actual production. There will be provision for the designer to be duly recognised in promotional material read by an international audience.

While designers are encouraged to prepare original and imaginative designs, they are requested to present models and images that correspond to the following:

- free-standing with no support or bracing shown
- provision for various fashion accessories to be displayed without visible means
- striking, innovative colours or finishes to compliment clothing on display

General Information:

The marketing consultant has provided a guide to designers, and we provide a copy of his description here:

The words 'striking', 'imaginative' 'stunning' and 'awesome' come to mind. You see, while the glamour models slowly pass the barrage of fashion photographers, we need to display various designer accessories matching the clothing being worn on the models. I imagine they will be around chest-height, not too imposing but very stylish. They will have provision for handbags, jewelry, eyewear, and other accessories; all appearing to just 'be' there. No hooks, shelves, or visible support. To my knowledge, this has not been done before, so there is scope for really original designs to make the accessories subtly visible to the audience. I look forward to seeing the designs, and making a selection for this exciting development in fashion marketing.