

# How do Set Productions Help High Fashion Companies Gain Status/Popularity?



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## INTRODUCTION

Set design has been a tool to uplift the level of creativity high fashion companies can use to showcase their new collections. For every season or upcoming fashion week, creative directors brainstorm new/innovative ideas of sets they can reveal their new lines on. With fashion week being one of the biggest events of the year in the fashion world, the expectations for shows rise every year. Publicity following these shows must reflect on the collection couture obviously, but also the amazing set production the shows' guests could experience.

## RESEARCH METHODOLOGIES

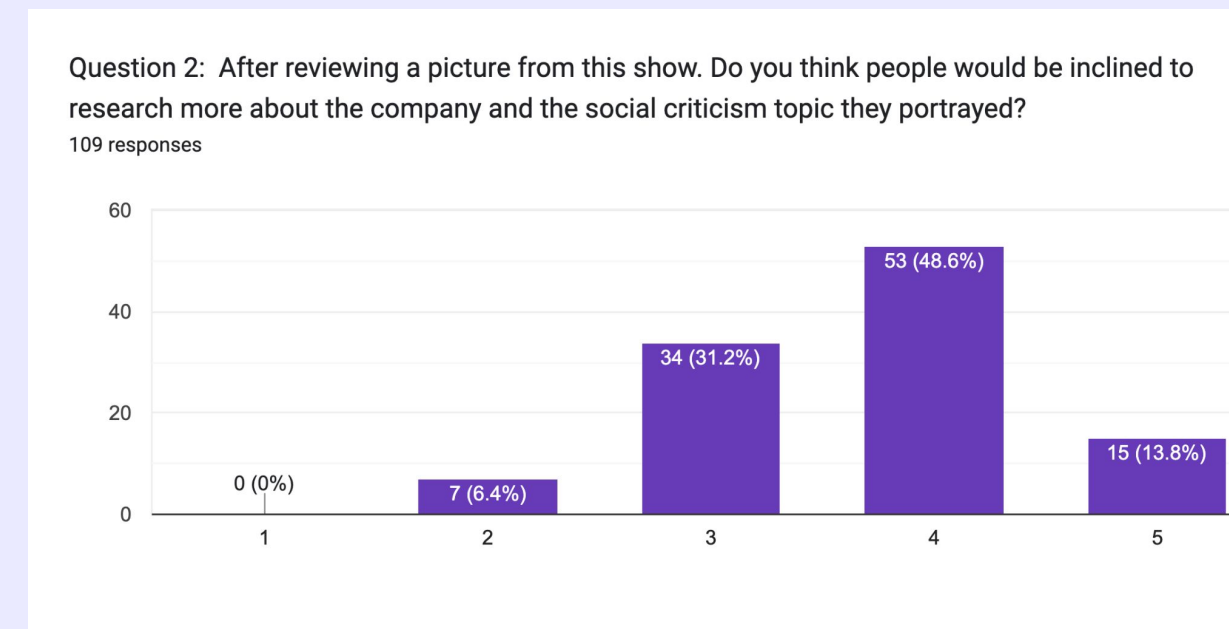
- For conducting this research I set out to answer my question by focusing on four big high fashion companies. These companies were Balenciaga, Chanel, Louis Vuitton, and Yves Saint Laurent. I chose these companies because of their already established pedigree and I assumed that they all produce different styles of collections and shows.
- Comparing three brands with different design aesthetics and marketing approaches would diversify the research while also giving some design wisdom from all corners.
- With the qualitative data I record, my hypothesis that set design does in fact affect the status and popularity of a company wishes to stand true
- Reviewing fashion reports and articles while also surveying the untrained eye of my senior class will diversify the research but hopefully lay out the answer of my hypothesis

## DISCUSSION, ANALYSIS, AND EVALUATION

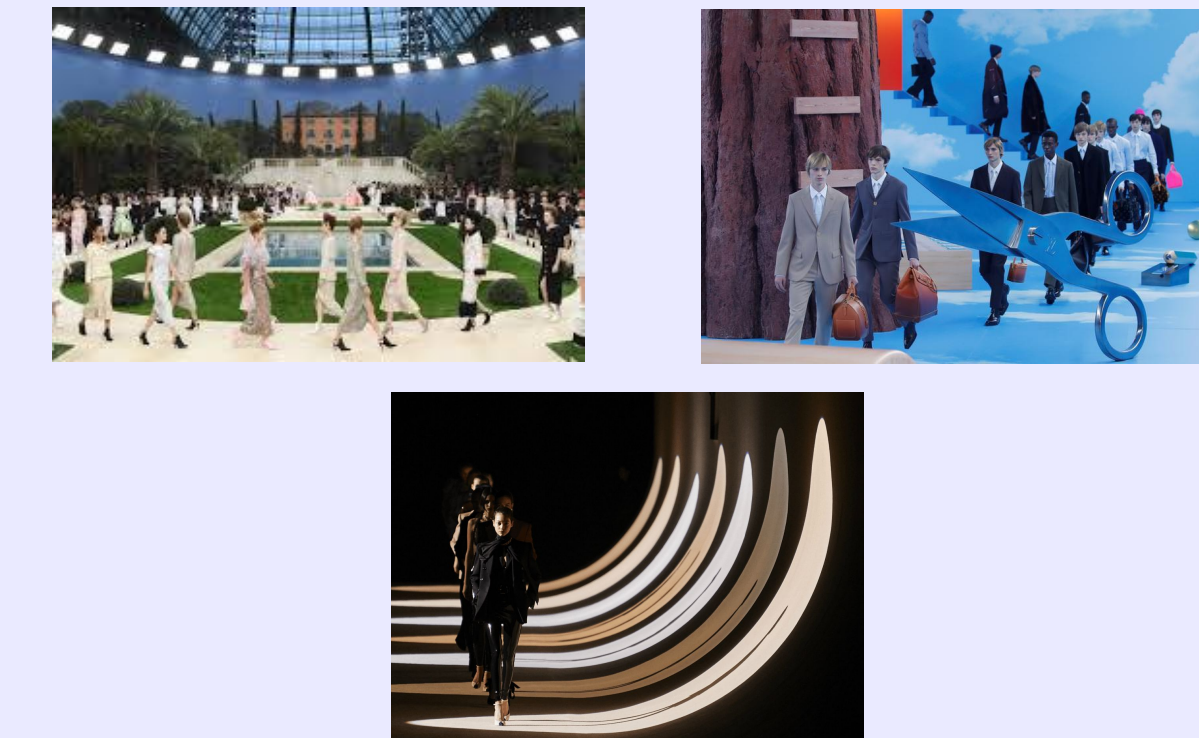
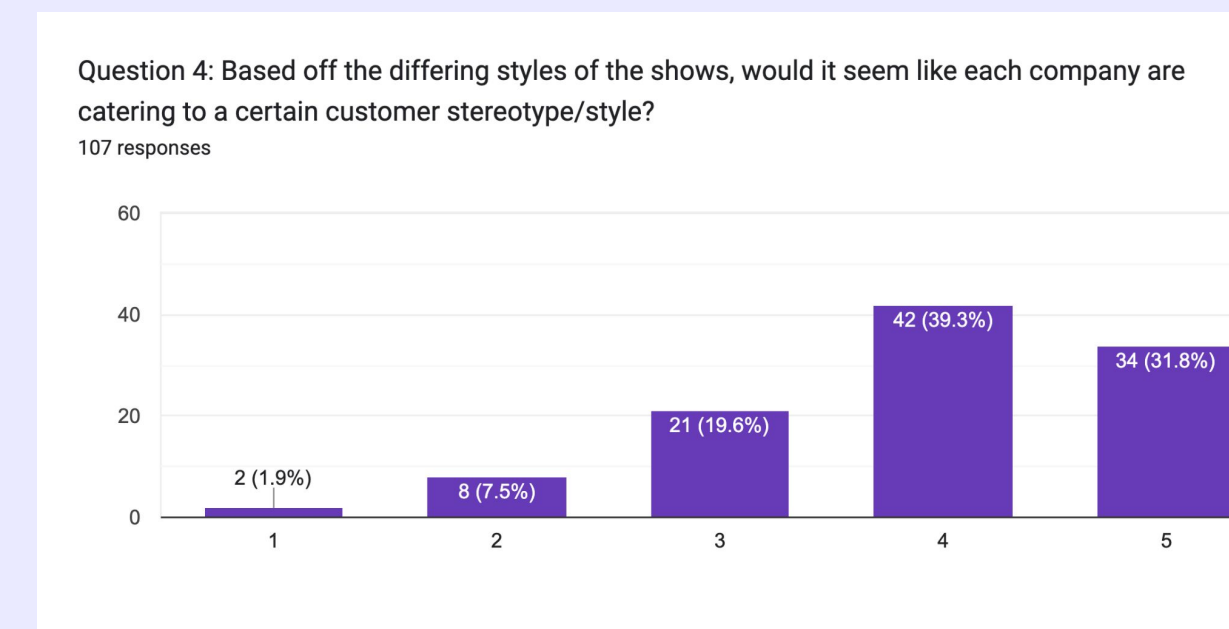
With the data I collected, the outcome did point towards proving my hypothesis. My hypothesis claimed that Set Design and Fashion Shows do in fact bring in more status for companies through publicity and popularity. The survey allowed students to vote on what their opinion fell between and the overall conclusion points towards the extremely likely side. The majority of answers being extremely likely shows that through the design of the fashion shows, status derives from underlying meanings and customer stereotypes. Social media has definitely affected the fashion world by publicizing news from shows for everyone in the world to see and indulge on. When fashion account, @tourist.souvenirs post about 12 posts in a week, the Loewe fashion show shown in the pie chart graph was posted twice which is about 16%. Although this number is small, the account did dedicate more attention to that show possibly because of the innovative ideas. These fashion accounts post for inspiration to their followers, and when a show has innovative sets and ideas, the publicity and attention increases. The qualitative data records that even an untrained audience (uneducated in fashion industry) can still observe the obvious portrayed themes companies place into their shows so everyone can connect with it, even the uneducated or non creative eye.

## DATA AND FINDINGS

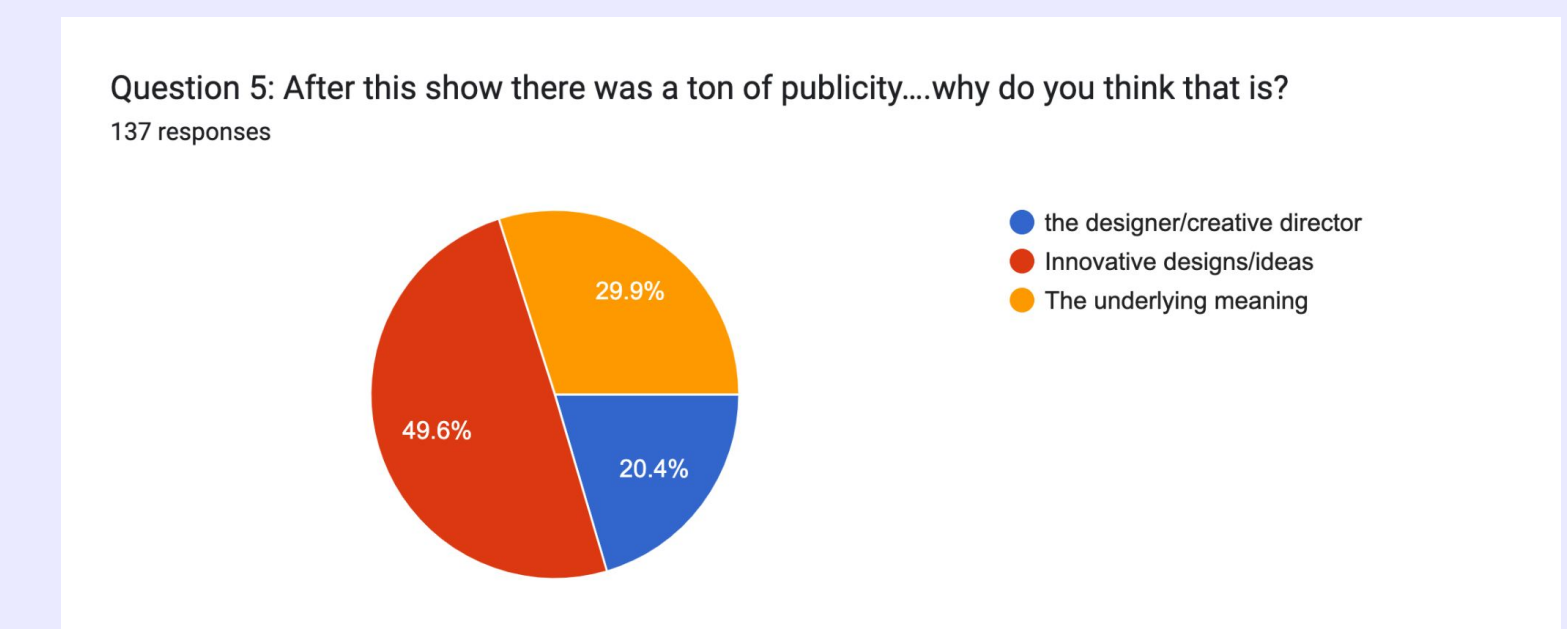
After gathering my data from the survey takers, I concluded that my data was qualitative. Conducting the survey followed the format of “completely unlikely” to “extremely unlikely.”



This set is a show done by Balenciaga. In the industry, Balenciaga is known for their more 'out there' ideas for shows and campaigns, therefore attracting more public attention. The Creative Director, Demna, has transformed the company to make statements in the fashion world such as this show which portrays an apocalyptic world. While some claim that it was just for dark aesthetics, it also could point to an underlying meaning about our world.



These three sets are by 1-Chanel, 2-Yves Saint Laurent, and 3- Louis Vuitton. These companies are known for being ambitious with creative direction, yet all have different approaches. The survey wanted to capture the conclusion that even just snippet of this shows proves that their customer stereotypes go along with the style of the shows.



Understanding that the majority of my audience doesn't quite fully grasp the concept of set design and high fashion, I wanted to still reach for their opinion on what they think causes a show to have publicity. In this pie chart data which reflects on a Loewe show, the outcome was that innovative ideas and design are the biggest factor to causing publicity. Though all answers are neither right or wrong, it is fully true to claim that companies bring each season to the next level with new creative/innovative ideas to showcase.

## CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Status of companies increase and decrease, but the saying 'bad publicity is still publicity' does stand true. If companies and their shows are being reported on, the attention on the company is increased, therefore the status is maintained. Status is quite a broad topic though. In my data, I narrowed it down to the popularity and publicity side of it. In history, companies have hired creative directors to take over so new ideas can be pushed and it has greatly helped companies' sales and popularity. For example, when Tom Ford creative directed for Gucci he made a great impact. In the article, "The Indelible Impact of Tom Ford on Gucci: A Retrospective," it states that "Tom Ford's impact on Gucci is indisputable. Through his bold designs, provocative marketing campaigns, and reimagining of classic motifs, Ford not only saved Gucci from the brink of bankruptcy but also reshaped the luxury fashion industry." Creativity and everything involved with high fashion companies has a part in raising the bar and raising the status. Set design is just one of those factors but weighs a huge deal. In my next steps, I plan to further research on the history of single high pedigree company and follow its status chart throughout a span of time.

## ACKNOWLEDGEMENTS / REFERENCES

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