

## **How The Fashion Show Production Course has threaded a string of Marist Fashion Students together**

**By Blythe Weninger**

The Fashion Show Production Course (FSP) is one of the most coveted classes at Marist College. Bringing in over 40 students a year, this course is so much more than just a class.

The course brings talent outside of the Marist Fashion program, with students in majors such as communications, digital media, film, and more. The FSP students not only produce the physical fashion show highlighting the work of the senior design student's final thesis collections, but all productions surrounding the show, including promo videos, virtual fashion shows, a podcast, events, and more that involve talent from inside and outside the Marist Community.

The class is made of five teams who collaboratively work on the show and surrounding productions to make this professional presentation possible. Each team is equipped with their own tasks and talent, but works together across multiple projects throughout the semester.

The job of the Communications team involves the interactions between SNR and the Marist community, but also outside of the community and into the fashion industry. The contact list of connections immensely grows each year as past members of the class set off into the world, growing strong bonds with new companies and other industry professionals. The Social team produces creative content to share on social media platforms to inside and outside the Marist Community, capturing content throughout the whole semester of the classes and the designer's creative process. The production team manages student models, professional models, makeup and hair, the virtual fashion show, and more. The Creative team directs the overall theme, mission statement, show music, props, runway layout, promo video, docuseries,

and more. The Logistics team manages the budget, show volunteers, and vendors. The Branding team plans events, creates the lookbook and manages the front of house for the day of show.

Throughout this class and the years, the idea of SNR and the production overall has been differently conceptualized through the eyes of student directors. This year, the theme "Interlinked" is about how we are all on our path, finding ways to control and rationalize everything that happens to us along the way. Being different does not have to be as isolating as it seems; there is beauty in the individual path we all take in our lives. The idea that we all share the commonality of being different unites us all.

Just like the theme, the collections of the designers reflect the beauty of uniqueness and how that unites us all. For them, it's a Fashion Show at the end of the year that celebrates all their hard work and late nights in the studio.

The Fashion industry is heavily based on aesthetics and creative process. Considering Silver Needle Runway supports the work of numerous different designers who all have different aesthetics and concepts, it is hard to conceptualize how a fashion show can look cohesive in going about a theme. The theme for SNR each year is not just an aesthetic but an overarching idea and concept. Last year, SNR 37 [RE] Action, was about catalyzing change, and how the Senior Designer's collections were their reaction to the state the world and society is in today. SNR 36 "Dream" highlighted the beauty of having dreams and how the talented designer's collections were an illustration of their aspirations and passions in life.

It is undeniable that every student director can say that the pinnacle moment of being a part of this class and all of the work that goes into this semester-long production is the moment the first model walks out on the runway.

The Silver Needle Runway presentation each year supports the talent in young creative minds across the Marist Campus to the tight-knit Marist community, the Hudson Valley, New York, and most importantly, the outside world. Last year, the 37th annual show brought in \$31,000 in ticket sales that directly went towards a fashion scholarship fund, supporting the young innovators and designers in the industry. This class threads a bond between the students within it producing a professional and premier presentation while celebrating and showcasing the unique voices and talents of young designers to the outside world.