



IMPACT OF CREATIVE FASHION SHOWS AND EXHIBITIONS ON ENTREPRENEUR

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.....‘Commercial application of innovative ideas of fashion shows and exhibition’

Abstract:

The importance of entrepreneurship has been widely recognized as an impulse to economic growth and their essential contribution to the economy. Today, the business environment is changing more rapidly. My paper specially focussed on

“Role of Fashion Shows and exhibitions - How It Influences Apparel Industry”

Fashion trends and styles keep changing from time to time and hence there is need to upgrade the knowledge about the new fashion trend. And here fashion shows and exhibition plays its vital role,

Fashion shows are regularly conducted to express and communicate to the audience about recent fashion trends. It facilitate in achieving the attention of potential customers. These shows help to highlight the overall consciousness of the public. It play a vital role in marketing clothes and conveying recent fashion trends. Nothing is constant in fashion. Designs and styles keep changing. Fashion shows help in creating interest among the public to spread awareness about new arrivals in design and style. These shows help to draw public attention.

Exhibitions are open to a large and sometimes diverse range of audience .this provides you with a platform to promote your product or service to a broader group that may have little or no knowledge of your products and services.

Being involved in a trade show or exhibitions can provide you with opportunities to branch out to business to business trading and create a customer database from the visitors to your display booth.

Keywords: Fashion Shows, Exhibitions, Entrepreneu

Introduction

With the years creativity and innovations brought a new lease of life to fashion and were wildly marketed throughout the world. Fashion is a creative field and with the change even the role of entrepreneur in the economy as well as creativity, innovation, and managerial aspects changes. Fashion business is essentially much for modern sector and innovations and creativity is its core characteristic. Which affects the marketing and business of fashion industries.

A fashion entrepreneur is a person who has possession of a fashion enterprise, venture or idea, and assumes significant accountability for the inherent risks and outcome.

Originating from the phrase entrepreneur, a fashion entrepreneur is someone whose primary activities work within the fashion industry. For example, a fashion designer who uses entrepreneurial principles to organize, create, and manage ventures within related and connected areas of the fashion industry. Fashion ventures include guide books for fashion designers.

Fashion show is to connect clothing, performers, story situations, in specific theme with hardware props, carrying extra skills, to achieve the design of the creative theme and purpose of the presentation. The use of catwalk on the stage, the decorations, performance techniques, combined with the participants of the inherent emotional perception. Fashion show through the curator design to create the situation and tell the story, will people, things, emotions into the art and design creative experience. Fashion show

curator in cultural and creative life plays an important role, is to bridge the audience and designers, brands and consumers, business and media communication. Not only it provide fashion trends and life style aesthetic experience, but also for the designer, brand or business to create more business value and enhance the image.

Exhibition is a display method to show a new fashion and connected to consumer. An exhibition in the most general sense, is an organised presentation and display of a selection of garment and accessories

An entrepreneur is an individual who, rather than working as an employee, founds and runs a small business, assuming all the risks and rewards of the venture. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services and business/or procedures.

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to anticipate current and future needs and bring good new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a startup are rewarded with profits, fame and continued growth opportunities. Those who fail suffer losses and become less prevalent in the markets.

Fashion show and exhibition plays an essential role in entrepreneurship. It is a bridge between audience and designers, brands and consumers. Fashion show and exhibition is source to enhance creativity, innovation and economic growth of business.

Why fashion shows and exhibition are important:

Fashion shows and exhibition are visual advertisement for consumer, costumers and for a retailer. Exhibition and fashion shows gives us a new ideas for apparel production. It enhance to develop our standard of living. Exhibitions serve as an influential platform for companies, professionals and industry experts to come together, share information and build long-lasting business relationships. In established economies, exhibitions are a vital part of product marketing, along with direct selling, advertising. In new and emerging markets, they serve as a major stimulus for industrial and commercial development. Expanding markets and globalization have made exhibitions as an inevitable part of marketing and promotions. Exhibitions offer a splendid showcase and opportunities unavailable to other marketing media.

The Importance of Innovation Management for Fashion Entrepreneurs and Fashion Businesses:

In the fashion sector is basically depends on innovation creativity. The emphasis should be on the necessity of innovation which is device for competitive marketing of fashion in the field of fashion market is always looking for new creation. This field continuously develop new inventions and strive hard to commercialize their new technologies. Success still depends on the business model, marketing and finance which must involve industrial partners in management. Besides flexibility, the issue of innovation management gains importance. Fashion companies ought to attempt to devise strategies for innovation, since the successful inauguration of new fashions is increasingly likely to be the result of such planned approaches. In noting the necessity for a strategic approach, the industry is acutely aware that not everything is possible, and have learned by experience that new ideas must usually relate to what already exists if they are to succeed. The consequence of this is that responsiveness could be an effective substitute for the ability to accurately predict future trends. Innovation is an essential element in enterprises by creating new business activity, in generating growth and ensuring survival for an existing business in order to gain a competitive edge. However, the point is that innovation is driven by creative and enterprising individuals and does not occur spontaneously. Today, the business of fashion requires sophisticated management techniques in addition to a high level of creativity and innovation. There are two dimensions of “creativity and innovation” in the fashion industry. The second is radical innovation and means the “development of new” goods, processes or services of value that have not existed previously. As well as posing

new challenges for marketing, discontinuous innovations and, slightly less so, dynamically continuous innovations, cause disruption to the internal operations of an organization. If the innovation is disruptive, it might require a radical change in the firm’s management processes such as manufacturing, distribution and marketing. It might even need a complete re-invention of the firm’s business model and practices. In markets with competitive characteristics, the benefits of innovation are passed largely on to the consumers through lower prices.

Advantages and disadvantages of fashion shows and exhibitions:

Exhibiting at fashion shows can bring a number of benefits to your business. You can meet directly with potential customers and generate leads. However, success is not guaranteed and there are a number of costs involved. Consider the benefit and loss before you decide to invest your time and money.

Advantages of exhibiting at fashion shows

The benefits of exhibiting include:

- Raise awareness – exhibiting at industry events is a good way to raise your profiles and generate brand awareness. As well as taking a stand at an event, there are usually other advertising and sponsorship opportunities.
- Meet in person – meeting face-to-face with potential customers is a great way to start building relationships.
- Networking – fashion shows are a great way to meet potential new customers, suppliers and to learn more about your competitors.
- Launch new product – fashion shows are a good place to introduce a new product or service. Being able to explain your offering in person and answer questions is ideal if your product is innovative.
- Build your database – meeting with potential customers at an exhibition helps you to start building your marketing lists and generate qualified sales leads.

Disadvantages of exhibiting at fashion shows

Some of the downsides of taking a stand at an exhibition include:

- Costs – there are a number of costs including; stand space, stand design and build, travel and accommodation for staff.
- Competition – it is likely your competitors will also be exhibiting at the event. You’ll need to stand out to get the attention of potential customers.
- Results aren’t guaranteed – despite the investment of exhibiting, you are not guaranteed any sales leads.
- Potential low turnouts – without big name speakers and exhibitors or the right publicity, fashion shows may not have enough delegates to make your presence

worthwhile. Do your research before choosing to exhibit at a particular event.

Suggestion:

Further details are suggested how to develop our entrepreneurship crossing the level of disadvantage.

Before diving into the specific steps to building the perfect fashion show display, you should understand why it is so important and all the benefits that can come of it. Additionally, it will be important to consider your own goals going into the design, creation and implementation of the display. Just a few of the advantages that will come of the right exhibit include:

- **Ultra-targeted marketing:** People at a trade show are only there because they already have some interest in the type of product/service you sell. This provides a kind of targeted marketing that cannot be achieved by any other means.
- **Face-to-face sales:** Much of current marketing is digital, video, telephone or through some other impersonal medium. That is not the case with trade shows.
- **Immediate branding potential:** Just the presence of your booth at a trade show can go a long way in branding your company as a player in the industry.
- **Increased networking:** In addition to the direct contact with interested customers, you will also have the potential to make an impact on others within the industry.

For all these reasons, it is critical to grasp the importance of a good impression and not skimp on time or funding for your display. You must also remember that while you can network with others in your industry, you will also be competing with them. This means that your display must stand out from the crowd, and here are a few ways to do so.

The benefit of trade marketing is the low cost barrier. From localize market to multinational corporation everyone has an easy access it is as simple as paying for your exhibit location space, designing your trade show display booth, promoting your business leading up to the tradeshow and interacting with the audience during the show. Even

uneducated business person can generate large number of sales and leads to growth of their entrepreneurship. Such a creative shows offer big benefits to businesses of any size. By combining exposure to a large number of potential leads with the ability to interact personally, offer an experience for both the consumer and costumers.

Conclusion:

As a designer I consider it extremely important to make continuous analysis of economic and social situation, the motivations and identity of the group targeted, and the new trends, as well as to keep abreast with the latest technological innovation for creating new competitive ideas. As a tutor my primary aim is to provide our students with all these kind of widely applicable knowledge. To be successful in sustainable business practices often requires entrepreneurship and innovation. This chapter provides an overview of entrepreneurship and innovation as it relates to sustainable business. The discussion is most relevant to sustainable businesses focused on offering new services in response to societal concerns. The importance of entrepreneurship and innovation also applies to companies that change how they produce services. The latter companies can use innovative practices and entrepreneurship to establish their brand name and to be market leaders in doing things that create shared value for society and their companies and also, over time, contribute to changes in practices in their industry.

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