



Islamic Fashion Festival Fashion Show – Windsor Castle

The Islamic Fashion Festival (IFF), an annual global series of events which states amongst its mission statements “to build an awareness of, and an appreciation for, the inherent beauty and diversity of Islamic fashion and culture” held a fashion show in September 2014 in Windsor Castle’s Waterloo Chamber.

As well as the main catwalk event showcasing clothes from a number of designers, the evening entertainment also included dinner, speeches and a sing-along where guests were encouraged to join in.

The night had a definite regal flavour with VIP attendees including British royalty (hosting), the King and Queen of Malaysia, the Malaysian ambassador to the UK as well as one of the “kings” of design Jimmy Choo, OBE.

For this event, a broad range of AP Events services was required. We not only provided and controlled all of the music and lighting for the night, we also constructed a bespoke catwalk for the fashion show.

Challenges and Considerations:

As one would imagine, with such an elite guest list, we had to expect the unexpected and be prepared to change things up at the drop of a hat without jeopardising the smooth running of the event.

For the catwalk event each designer had their own music selection for their segment. Unavoidably, this music was only made available to us on the day of the event meaning that the running order had to be written up quickly and accurately, as there was no time to rehearse with the music.

The bespoke runway had to be designed not only to complement the grand surroundings but also in a way that would not detract from the models and more importantly, the dresses.

Dinner for the 300 guests followed the show in a separate room (St Georges Hall) and the AP Events team had to ensure that both rooms were set up in a way that allowed guests to move from one room to the other safely and smoothly.

Contingencies such as whether one of the royal guests might decide to make an impromptu after dinner speech also had to be considered and prepared for.



What we did:

AP Events worked with the end client to design a runway with a black-mirrored surface and decided on a gloss PVC finish for the backdrop. This simple design was highly effective as it reflected the architectural features of the room and the portraits on the wall thus blending the whole thing together without taking anything away from the models and the designs they were showcasing. The lighting for show was also carefully considered and we opted for pink and blue tints rather than the usual white gel in order to best enhance the models skin tones and compliment the dresses.

For the after dinner sing-along, 20 guests with individual handheld microphones joined the Malaysian Ambassador on the stage (designed and built by the AP team in St Georges Hall), for an enthusiastic rendition of Randy Newman's "You've Got a Friend in Me"

At the end of the night, the team worked quietly and efficiently to complete the de-rig within agreed timescales and without disturbing the rest of the household.

AP Events Limited

138 Rye House, 113 High Street, Ruislip, Middlesex, HA4 8JN

Tel: 0845 4379612 Fax: 0845 4379613

Email: dglossop@apeventsuk.com

Web www.apeventsuk.com

Company registration number 06833982