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Nota di contenuto	Guide to Producing a Fashion Show, Fourth Edition, explains all aspects of fashion show production including: reasons to produce a show, planning, model selection, merchandise selection, staging and music, budgeting, show preparation, execution, and evaluation. The fourth edition has behind-the-scenes examples, best practices and innovative approaches in fashion show production-from promotion using social media to selecting music and models. Whether you are experienced or a novice, this text shows you step-by-step how to plan, organize, promote, and execute an exciting fashion show.