

How to Attend Couture Fashion Week

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If you love high fashion and international style, consider attending Couture Fashion Week. You'll get to see some of the latest creations from top couture designers from around the world first hand. Couture Fashion Week events are held several times per year in New York City, Palm Beach and a handful of other locations. These shows provide a rare glimpse into the global luxury fashion circuit you won't want to miss.

Difficulty: Moderate

Instructions

1. Step 1

Learn more about the upcoming Couture Fashion Week dates and locations. Check out the current roster of designers with international acclaim who will be showing their work. Keep in mind that each designer has his or her own unusual twist on fashion. Expect to see a wide range of styles and types of presentations.

2. Step 2

Decide if you want to see the main collections of couture women's and men's clothes (the male and female collections often alternate throughout the day) or whether you prefer to attend the specialty couture bridal events. Better yet, try to attend all of the shows!

3. Step 3

Plan to devote several days to the events so you can attend multiple shows. Take advantage of hospitality suites, meals and other valuable networking activities that are usually held in conjunction with the show.

4. Step 4

Make arrangements to attend if you own or operate an upscale boutique or serve as a buyer for a specialty store. If you meet the qualifications, you can apply for an invitation to some or all of the shows through the Couture Fashion Week Website. See the link in our Resources section. You may be able to attend free of charge.

5. Step 5

Request a press invitation if you work for a media outlet that covers high fashion and luxury products. (Be prepared to provide samples of your work to prove this is an appropriate event for you to attend.) The press can also often attend without charge.

6. Step 6

Talk to the specific high-end designers whose clothing you buy or want to explore (or to the owners of boutiques or specialty stores where you shop) to express your interest in viewing the new lines. Be sure to mention if you have any connections with celebrities or move in influential circles. These factors may make you a desirable person to have in the audience.

7. Step 7

Plan to dress up for the occasion. Most attendees wear sophisticated and fashionable outfits. High heels are a must for women. Just remember to adjust your outfit depending on the city where the event is held. (Black is always a safe choice in New York, while Palm Beach models often prefer color.)

8. Step 8

Arrive early for the activities. Some of the designers plan other special events, such as acrobatics, musical performances and comedy skits for the audience. You will also be able to view samples of some luxury products and artwork before the shows begin. You will have a chance to network with other attendees.

Tips & Warnings

- Buy your tickets in advance. Some of the more popular shows can sell out quickly.

Resources

- CoutureFashionWeek.com

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