

Tucson Fashion Week 2013: Inside Scoop

Written by Sara David

We are very excited to see the Tucson Fashion show come to life in 2013. Co-producers Paula Taylor and Melanie Sutton gave AZ Foothills the inside scoop on what's to come!



Paula Taylor, your book, "How to Produce a Fashion Show from A to Z," will be out soon. What inspired you to share your secrets with the general public?

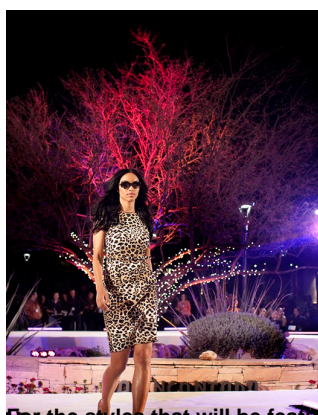
PT: I work with so many students, young designers and charities that have limited budgets and fashion industry knowledge - I thought this might be a way for them to learn some basics on their own and to realize the important role fashion events play in promoting a brand, designer or retailer.

Melanie Sutton, you certainly climbed up the ladder in the fashion industry. What was the hardest thing to overcome as you made your way through the industry?

MS: Building and maintaining relationships in every facet of the fashion industry over the last 20 years, as well as learn the nuances of artists in every field including photography, design, hair and makeup, production and such.

TFW isn't quite around the corner, what are you doing now in preparation for this event?

MS: First we created a 1-3-5 plan for TFW. Next, we're in the process of hiring a team including interns; lining up sponsors, media partners and potential non-profit recipient.



For the styles that will be featured in the fashion show, how are these designers chosen and judged?

PT: Designers will have to apply, and the TFW Advisory Board will make decisions on who will be a featured designer, and who will take part in a presentation event or have a few items on the runway.

TFW will be in three different locations in Tucson. Where exactly will they be located?

MS: At this time, we cannot announce the three locations due to on-going negotiations, but our goal is to implement community-wide and honor downtown as the origin of TFW.

Can we expect any celebrity guests?

PT: We are working on bringing a few extra special guests. People who grew up in Tucson and moved on to have careers in the industry: Designers, Showroom reps, Hairstylists, etc.

What are your hopes for the future after the TFW is over?

MS: To be an annual fashion event in Tucson that will be a vehicle for current/emerging designers, retailers and artists to the next level.

Do you have any tips for young fashion designers and stylists trying to make it in the industry?

PT: Intern, Intern, Intern. Take classes and listen to those who are really working in the field. Check your ego at the door and work hard. So many young people think they know it all, and they may know quite a great deal, but learning, watching, listening, and doing are the best ways to grow, and of course build ones resume.

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Photos courtesy of Melanie Sutton