

You are going to read a magazine article about a fashion show organized by a clothes company. For questions 43–52, choose from the sections of the article (A–E). The sections may be chosen more than once.

Mark your answers on the separate answer sheet.

In which section of the article are the following mentioned?

negative comments about clothes shown at a show	43
when Burberry makes its clothes in large quantities	44
information about the show that Burberry is unwilling to give	45
the need to be different from other clothes companies	46
what the audience does as soon as the show finishes	47
people wanting to speak to someone involved in the show	48
where various categories of people watch the show from	49
a false impression that people may have of fashion events like this one	50
how quickly reactions to the show appear	51
the effect of a single show on certain people's futures	52

How fashion shows work

*Sales can depend on just 18 minutes under the spotlight.
James Hall reports*

A It is Burberry's catwalk show during Milan Fashion Week. The tent, pitched in a courtyard in an exquisite building on Milan's Corso Venezia, gradually fills with 1000 fashion editors and representatives from the world's smartest department stores, all clutching invites as thick as slices of bread. At the end of the catwalk, hundreds of photographers jostle for the best position.

The room is packed. The lights dim and the show gets underway. The models strut their stuff to pastoral music. The theme is gardening. The show, which has taken more than six months to plan at the cost of tens of thousands of pounds, is over in 18 minutes. The lights rise and the crowd dashes to the next event.

B Welcome to the sausage factory of high fashion. Burberry's show is one of about 100 that take place during Milan Fashion Week. To the outside world, fashion weeks like Milan's appear to be little more than a love-in for the luxury goods sector. However, beneath the glitzy exterior, there is serious business going on. Fashion editors can make or break a brand with a favourable or cruel review. Designers' entire careers can hang on one collection. But, most crucially, retail executives will place orders worth hundreds of millions of pounds based on what they see.

C Christopher Bailey, Burberry's creative director, starts picking out fabrics for the clothes months before the show. The ranges are only mass-produced once the orders come in after Fashion Week, so getting the looks right for the catwalk is absolutely key. Mr Bailey explains that Milan is his chance to set out Burberry's stall for the rest of the

year. Standing out from the crowd is the name of the game. 'When you are up against some of the biggest names in fashion on the same night, you have to make an impression,' he says.

D Burberry starts to fit out the venue about two weeks before the show. Lighting, seating, sound system, décor, backstage area, they are all planned in minute detail and designed by Mr Bailey to echo the show's theme. Store windows around the world are also co-ordinated to mirror the themes. The company does not disclose the event's budget, but it is clearly huge. The seating arrangement has a strict hierarchy. There are blocks of seats for different groups: a block for the most important fashion editors (around and opposite the company's management), a block for retail buyers from Europe, a block for emerging markets and so on. An early indicator of a show's success is who turns up – or pointedly fails to.

E Fortunately, Burberry's show is exceptionally well-attended. Although the 18 minutes of the show are crucial, the 24 hours following the event are arguably more important. This is when the hard sell occurs and the money is effectively banked. As soon as Mr Bailey takes his bow at the end of the show, dozens of fashion journalists and TV crews rush backstage to grab a word with him. Clips, quotes and reviews are online and on newswires within minutes. At 9 am the morning after the show, Burberry opens its showroom above its store in Milan. This is the most important part of the entire process as it is when department store buyers place their orders. The clothes from the night before are on rails and film and music from the show plays on a loop. A trickle of buyers soon becomes a torrent. Just five hours later, Mr Bailey returns to London to start the entire process again.