

# HAUTE COUTURE

CREATING

## EVENT INFO

TIME: 2-4 HRS

NUMBERS: 50-300

LOCATION: INDOORS

APPROACH: COLLABORATIVE



**Dazzle the fashion press with a stunning corporate collection, as your teams strut their stuff on the catwalk.**

Bring your corporate messages to life in style and strut your brand spirit on the catwalk... this is **Haute Couture**, a high-energy experience that brings out the 'fabulous' in everyone. The challenge is to create unique and dramatic fashion statements to parade on the catwalk – a corporate collection in which to strut your stuff.

After an initial briefing, the teams are provided with blank paper, bolts of cloth, safety pins, scissors and a production budget, together with everything required to create a fashion sensation – including make-up and all-important accessories. The team members just have to supply the imagination, planning and hard work that goes into creating a fashion statement from drawing board to catwalk.

The team members must work together on messages, costumes, choreography, and music choice while letting their imagination run wild as they release their hidden design skills. There is much work to be done in a short space of time so teamwork, effective management and everyone working hard towards a common goal will be vital.

The climax of **Haute Couture** is a memorable and entertaining fashion show where all the completed creations are paraded before the whole company by the teams' super models. Invariably the creations range from the stylish to the completely outrageous and are always greeted with enthusiastic cheers and applause from the crowd.

Extremely entertaining and lots of fun, **Haute Couture** has been a huge hit with many different audiences and has got the flashbulbs popping in cities all over the world.

## BUSINESS BENEFITS

ENCOURAGES CREATIVITY

HIGH ENERGY

STRATEGIC PLANNING

CHANGES ATTITUDES

CREATES BRAND AWARENESS

