



Fashion Week Production Checklist

The definitive guide to executing seamless,
high-stakes fashion productions.

FROM FIRST BRIEF TO FINAL BOW / WALK

For brands, designers, agencies, and production teams building
runway shows, presentations, immersive moments, and editorial
performance experiences during Fashion Week.

Experience Exxtraordinary.

PRODUCTION STANDARD

The Show Before the Show

A seamless runway moment is the visible result of hundreds of invisible decisions. The strongest teams convert a creative idea into a controlled system of ownership, timing, communication, talent care, and contingency.

01 THE FIVE NON-NEGOTIABLES

STANDARD	WHAT IT PROTECTS	PROOF BEFORE SHOW DAY
One creative north star	Brand coherence	Approved concept, references, and movement vocabulary
One decision map	Speed and accountability	Named creative, budget, safety, and show-call approvers
One source of truth	Version control	Current schedule, cast list, contact sheet, and cue document
One escalation path	Fast recovery	Clear owner for talent, wardrobe, technical, and venue issues
One show-day authority	Calm execution	Final caller empowered to hold, adjust, or proceed

THE DXO LENS

Fashion entertainment should not feel added onto the runway. Casting, styling, music, movement, pacing, and spatial design must share one intentional language.

GUIDE NAVIGATION

- ☐ Brief and decision map complete
- ☐ Timeline and ownership confirmed
- ☐ Casting strategy approved
- ☐ Movement language established
- ☐ Wardrobe and technical fit verified
- ☐ Rehearsal readiness achieved
- ☐ Show-day command activated
- ☐ Closeout and learnings captured

THE ONE OUTCOME THIS PRODUCTION CANNOT COMPROMISE

PHASE ONE

Brief, Alignment & Decision Rights

Before talent is contacted or choreography begins, translate the vision into a brief the entire production can execute. Ambiguity is creative until it reaches the schedule; then it becomes risk.

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CREATIVE & BUSINESS BRIEF

12-16 WEEKS OUT

- ☐

Define the event format: runway, presentation, showroom, press moment, or immersive experience
- ☐

State the business objective and intended audience response
- ☐

Identify the collection story, campaign language, and non-negotiable brand codes
- ☐

Confirm venue status, show date, guest count, and performance footprint
- ☐

Clarify whether talent supports, interrupts, frames, or becomes the runway narrative
- ☐

Establish the working investment range and approval milestones
- ☐

Identify content, press, sponsor, and VIP priorities
- ☐

Document cultural, accessibility, age, and audience-care considerations

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DECISION MAP

DECISION	RECOMMENDS	APPROVES	DEADLINE
Creative concept	Creative Director	Brand / Designer	_____
Casting	Casting + Choreography	Creative Lead	_____
Wardrobe movement fit	Styling + DXO	Designer	_____
Music / cues	Show + Music Leads	Creative Lead	_____
Safety / venue	Production	Venue / Producer	_____
Final show call	Show Caller	Executive Producer	_____

CURRENT UNRESOLVED DECISION WITH THE GREATEST DOWNSTREAM IMPACT

PHASE TWO

Timeline, Ownership & Information Control

A fashion production accelerates quickly. Build the operating system early enough that each creative decision can move cleanly into casting, fittings, rehearsals, and show-day execution.

04 MASTER TIMELINE 10-14 WEEKS OUT

WINDOW	CRITICAL MILESTONE	RELEASE GATE
12-16 weeks	Brief, venue, objectives, investment	Alignment approved
8-12 weeks	Casting strategy, audition release, scouting	Talent brief approved
6-10 weeks	Callbacks, offers, choreography development	Core cast confirmed
4-8 weeks	Fittings, classes, rehearsal blocks, tech planning	Movement + wardrobe fit
2-4 weeks	Full runs, cue integration, contingency planning	Show structure locked
Show week	Venue rehearsals, final fittings, spacing, show call	Go / hold decision
24-72 hours after	Payments, returns, media, incident closeout	Production closed

05 SINGLE SOURCE OF TRUTH

- ☐ Master production schedule with version date
- ☐ Cast roster with measurements and emergency contacts
- ☐ Contact sheet with roles and escalation order
- ☐ Venue access, credential, and security instructions
- ☐ Wardrobe tracker with look assignments and changes
- ☐ Music files, backup files, and cue references
- ☐ Rehearsal notes with owners and deadlines
- ☐ Show flow with entrances, exits, holds, and final bow/walk
- ☐ Risk register and contingency triggers
- ☐ Distribution list: who receives what, and when

VERSION DISCIPLINE

Every distributed production document should display an owner, version date, and change summary. Retire outdated versions immediately.

PHASE THREE

Auditions, Scouting & Casting

Casting is not a headcount exercise. It is the selection of bodies, energies, identities, and performance instincts capable of carrying the collection's story under pressure.

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CASTING ARCHITECTURE

8-12 WEEKS OUT

- ☐ Write a role-specific casting brief with movement, presence, styling, and availability requirements
- ☐ Confirm audition venue, floor, music, check-in, filming, and privacy process
- ☐ Separate must-have criteria from coachable preferences
- ☐ Set evaluation criteria before seeing talent
- ☐ Define representation and inclusion goals intentionally
- ☐ Identify callback, hold, offer, alternate, and release protocols
- ☐ Choose sourcing channels: invitation, open call, agency, scouting, referrals, or targeted class
- ☐ Plan for understudies, swings, and last-minute replacements

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WHAT TO EVALUATE

DIMENSION	EVIDENCE	WATCH-OUT
Movement	Retention, musicality, control, adaptability	Technique without story
Runway intelligence	Spacing, focus, pace, garment awareness	Performance that competes with the look
Presence	Camera awareness, intention, emotional clarity	Generic projection
Professionalism	Communication, punctuality, preparation	High skill / low reliability
Production fit	Availability, measurements, stamina, quick changes	Unresolved logistical conflicts

AUDITION / CALLBACK RELEASE CHECKLIST

- ☐ Selection and alternates documented
- ☐ Wardrobe measurements verified
- ☐ Availability reconfirmed in writing
- ☐ Conflict and exclusivity questions resolved
- ☐ Compensation and expectations stated
- ☐ Emergency contact captured
- ☐ Rehearsal dates acknowledged
- ☐ Release, media, and confidentiality paperwork routed

CASTING GAP OR CAPABILITY STILL NEEDED

PHASE FOUR

Movement Language, Classes & Choreography

The movement vocabulary should translate the fashion point of view. Dance classes can develop a shared physical language, reveal adaptability, and prepare mixed-experience casts without flattening individuality.

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MOVEMENT LANGUAGE

- ☐ Define posture, gaze, pace, gesture, weight, texture, and emotional temperature
- ☐ Clarify the relationship between dancers, models, garments, set, and audience
- ☐ Identify signature images, transitions, and Custom Signature Moment possibilities
- ☐ Test footwear, floor surface, garment range, trains, props, and sightlines
- ☐ Build movement that survives venue, camera, and timing constraints
- ☐ Separate improvisational freedom from non-negotiable cues

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DANCE CLASS STRATEGY

4-8 WEEKS OUT

CLASS TYPE	PURPOSE	OUTPUT
Discovery class	Scout presence and adaptability	Shortlist / movement notes
Vocabulary lab	Build shared physical language	Approved movement rules
Runway integration	Merge walk, spacing, and choreography	Traffic pattern
Garment lab	Test movement against looks and shoes	Alteration / safety notes
Camera rehearsal	Refine focus and image moments	Content-ready staging

CHOREOGRAPHY LOCK

- ☐ Opening image approved
- ☐ Entrances and exits mapped
- ☐ Counts and musical landmarks documented
- ☐ Runway traffic tested
- ☐ Transitions assigned
- ☐ Final bow/walk designed
- ☐ Alternate version prepared
- ☐ Video reference distributed
- ☐ Change-control owner confirmed

CREATIVE DISCIPLINE

Do not add movement because time remains. Every beat must reveal the collection, shift the room, clarify a transition, or deepen the story.

PHASE FIVE

Wardrobe, Fittings & Performance Design

Fashion is the performance environment. Wardrobe decisions must account for range of motion, visibility, footwear, quick changes, modesty, durability, and how each look behaves under show conditions.

FITTING CHECKLIST

- ☐ Measurements current and verified
- ☐ Look assignment and backup documented
- ☐ Full movement range tested
- ☐ Footwear secured and broken in
- ☐ Floor traction tested
- ☐ Fastenings reinforced
- ☐ Quick-change sequence rehearsed
- ☐ Dressing support assigned
- ☐ Modesty and undergarment plan confirmed
- ☐ Hair / makeup timing integrated
- ☐ Damage, stain, and repair kit prepared
- ☐ Returns and inventory owner named

WARDROBE STOP CONDITIONS

Pause or redesign when a look restricts safe movement, creates foreseeable exposure, cannot survive the required repetition, or introduces an unresolved footwear or floor risk.



Concept illustration supplied by client. Confirm all brand and footwear permissions before publication

PHASE SIX

Rehearsals & Production Integration

Rehearsal is where creative confidence becomes operational certainty. Each stage should answer a different question and end with a documented release gate.

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REHEARSAL LADDER

2-6 WEEKS OUT

STAGE	PRIMARY QUESTION	RELEASE GATE
Studio clean	Do performers know the material?	Retention and intention
Spacing	Can traffic move without collision?	Paths and marks locked
Wardrobe / footwear	Can the looks perform safely?	Alterations closed
Music / cue	Does timing match the show architecture?	Cue sequence locked
Technical	Do light, sound, video, set, and movement agree?	Departments aligned
Dress	Can the entire show run at performance standard?	Go / note / hold

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EVERY REHEARSAL

- ☐ Call sheet distributed with address, access, dress, and contact details

☐ Attendance and late arrivals tracked

☐ Warm-up and physical readiness protected

☐ Objectives stated before the run
- ☐ Notes delivered through one designated channel

☐ Changes captured in video and written form

☐ Injury, fatigue, and costume issues escalated immediately

☐ Next call and preparation requirements confirmed before release

READINESS GATE

- ☐ Material retained

☐ Traffic clean

☐ Wardrobe safe

☐ Cues verified
- ☐ Alternates briefed

☐ Emergency plan known

☐ Final approvals documented

☐ No unresolved stop condition

MOST IMPORTANT OPEN REHEARSAL NOTE AND OWNER

PHASE SEVEN

Show-Day Command & Backstage Control

Show day should feel calm because decisions were made early, ownership is visible, and the team knows exactly how information moves when timing changes.

12 **COMMAND CENTER** SHOW DAY

ROLE	OWNS	ESCALATES TO
Executive Producer	Overall delivery and client alignment	Client approver
Show Caller / Stage Manager	Timeline, cues, holds, and release	Executive Producer
Creative Director	Creative integrity and final notes	Client creative
Talent Captain	Check-in, readiness, movement notes	Show Caller
Wardrobe Lead	Looks, changes, repairs, returns	Production Lead
Technical Lead	Sound, light, video, set, and comms	Show Caller

13 **OPERATIONAL CHECKLIST**

- ☐ Final call sheet and contact sheet live
- ☐ Credentials and access confirmed
- ☐ Talent checked in and accounted for
- ☐ Wardrobe, hair, makeup, and footwear cleared
- ☐ Stage, floor, and backstage paths inspected
- ☐ Music and backup playback verified
- ☐ Comms channels tested
- ☐ Water, warm-up, and holding areas ready
- ☐ Cue-to-cue and final spacing completed
- ☐ Photographer / content sightlines aligned
- ☐ Client approver located
- ☐ Go / hold authority reconfirmed
- ☐ Alternates and contingency triggers reviewed
- ☐ Final bow/walk cue confirmed

COMMUNICATION RULE
Notes travel through department leads. Do not give competing instructions directly to performers, dressers, or technicians during the show sequence.

SHOW-DAY CONDITION WE ARE ACTIVELY MONITORING

PHASE EIGHT

Final Bow / Walk, Contingencies & Recovery

The final image is a designed moment, not an afterthought. Protect its timing, sightline, cast order, emotional temperature, and relationship to the designer, brand, or collection reveal.

14 FINAL BOW / WALK

- ☐ Final formation and cast order approved
- ☐ Designer / brand entrance cue confirmed
- ☐ Music transition and ending point locked
- ☐ Applause hold duration established
- ☐ Camera and press sightlines protected
- ☐ Performer focus and exit route clear
- ☐ Alternate finale prepared for time compression
- ☐ Backstage release communicated

15 CONTINGENCY MATRIX

TRIGGER	IMMEDIATE ACTION	DECISION OWNER
Performer absent / injured	Activate alternate; revise traffic	Talent Captain + Creative
Wardrobe failure	Repair, swap look, or simplify movement	Wardrobe + Creative
Music / playback failure	Hold, restart, or use backup system	Show Caller + Technical
Runway / floor hazard	Stop access; clear or reroute	Production / Venue
Schedule compression	Use pre-approved shortened version	Executive Producer
Client creative change	Assess risk, time, and dependencies first	Creative + Production

AFTER THE FINAL EXIT

- ☐ Account for every performer
- ☐ Document injuries or incidents
- ☐ Secure wardrobe and props
- ☐ Confirm payment and expense records
- ☐ Collect credentials and equipment
- ☐ Preserve show files and final versions

PRE-APPROVAL IS POWER

A contingency is only useful when its trigger, alternate action, and decision owner are known before the room becomes urgent.

PHASE NINE

Post-Show Closeout & Next-Step Readiness

A polished closeout protects relationships, captures proof, resolves obligations, and turns one production into a stronger operating advantage for the next.

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CLOSE THE PRODUCTION

24-72 HOURS AFTER

- ☐

Confirm all performer, vendor, and production payments
- ☐

Close wardrobe returns, damages, and inventory
- ☐

Collect approved photo and video assets
- ☐

Confirm usage permissions, credits, and embargoes
- ☐

Resolve incident, insurance, or venue documentation
- ☐

Send client and partner acknowledgments
- ☐

Archive final schedules, cue sheets, music, and cast records
- ☐

Complete department debriefs while details are fresh

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EXECUTIVE POST-MORTEM

QUESTION	EVIDENCE TO CAPTURE
What created the greatest audience impact?	Reaction, content, press, client feedback
Where did risk surface?	Delays, changes, near misses, unclear ownership
Which process should become standard?	Template, timing, checklist, communication practice
What should be retired?	Redundant step, weak vendor, unclear approval route
What opportunity follows?	Touring, campaign content, repeat event, expanded experience

CLIENT READINESS

From Vision to Formal Inquiry

The production does not need to be fully solved before you contact DXO. A strong inquiry gives us enough context to assess alignment, identify the most important dependencies, and recommend the right creative and production path.

18 READY TO BEGIN A FORMAL INQUIRY?

- | | |
|--|---|
| ☐ Event date or date window | ☐ Initial talent and movement vision |
| ☐ City and venue status | ☐ Known production partners |
| ☐ Show format and guest profile | ☐ Working investment context |
| ☐ Collection / brand objective | ☐ Approval team and deadline |
| ☐ Desired audience feeling | ☐ Creative references or deck |

DXO CAN ENTER AT ANY STAGE

DXO supports concept development, curated casting, choreography, styling coordination, rehearsal direction, talent management, and on-site creative execution - from one featured performer to a complete couture ensemble.

From first brief to final bow / walk.

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This planning guide is an educational resource and does not replace a production-specific scope, venue safety plan, contract, insurance review, or technical assessment.