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16 December, 2008 by Vikram Akset Kansara, Contributing Editor

Fashion 2.0 | The rise of the online fashion film



NEW YORK, United States - Quoting Steven Kolb, executive director of the Council of Fashion Designers of America, saying the format of showing the Fall 2009 collections this February is the "number one item on everyone's agenda right now," *The Wall Street Journal's* Heard on the Runway blog recently asked the question: "Will fashion shows survive the economy?"

To answer this question, it's important to consider how fashion shows function in today's media landscape. Increasingly, images and video from runway shows, captured by the established media, as well as a new generation of fashion bloggers wielding video-enabled camera phones, reach a global audience of fashion consumers, in close to realtime, on Style.com, YouTube and fashion blogs around the world.

As a result, today's shows are not simply aimed at editors, buyers and other industry insiders. They have become remarkable vehicles for conjuring and transmitting the energy of a brand to end consumers.

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