

Behind the glitz and glitter of a world class fashion show like the Escadae Show by Lilly Dodson, is a scene that few ever witness. Most only see the beautiful models gliding down the runway looking calm and serene. Once they move behind the stage, chaos hits.

"We began preparing for this style show in February for a May 12th show" says Bill Dodson. "We interviewed each model for the job. They call this a go-see. Not only did they need to be beautiful, but we were looking for girls who were tall, like 5'10" and over."

"One of the things about getting ready for a fashion show is preparation," world renowned hairstylist Paul Neinast stated. "One of the reasons my staff and I were asked to do the hair and make-up for the Escada show is because everyone who works for me is not just a hairstylist but a make-up artist also so we can

give a total look. That is essential when you are working on a major fashion show because time is of the essence. When you have 200 clothing changes in 40 minutes, you don't have time to worry if someone's ego gets stepped on or whether somebody is not doing their job. It must run like clockwork. The minute they come off the runway, we're helping them get ready for the



Wolf Gang Ley, CEO of Escada, model Jan Strimple, ready to go down the runway with Paul Neinast.

next change."

One can understand the pressure that is placed on the team since the models have less than two minutes to change their pantyhose, outfit accessories, shoes, gloves and some times, hats. Hair and make-up must also be touched up.

"We studied the Escada book weeks before the show so we knew the clothes before we saw them on the racks and this was the first time they were shown in America," says Mr. Neinast. "We knew all the accessories, the gloves, the furs, casu-

al wear to evening wear so we knew what we were working with. When we arrived at the show, we looked through the racks to see who was modeling what so we could get our ideas as what hairstyles would look best, what changes the models would be making and the best place for us to be located."

Mr. Neinast's strategy is to place a team in the back of the dressing room and another back behind the stage. Mr. Neinast always stays by the stage so he can add finishing touches to the models

and confirm they meet his criteria and are looking their absolute best.

"This show is the biggest production we do and we want the most talented professional available," says Mr. Dodson. "The crowd reaction was every thing we hoped for and more."

Judging from the record breaking sales of Escada from their four day trunk show, the crowds reaction was on target. Mr. Dodson pulled together the best professionals for a spectacular show and Dallas was definitely dazzled.



*Bill Dodson with model Jan Strimple and Paul Neinst.*

