



**WHITE LIGHT**  
LIGHTING • AUDIO • VIDEO

## Fashion for Relief – Case Study

### Project Summary

Client: My Beautiful City

Location: British Museum

Timeline: 3 weeks

Onsite: 2 days

### Key Equipment

2 x distributed D&B audio systems

Chromlech Elidy panel stage backdrop

Martin Quantum LED wash lights

CORE ColourPoint uplights

Chauvet LED wash lights

30K Panasonic projector

2 x 84" and 2 x 55" Panasonic relay screens

4 x 7m high self-climbing truss towers

Power distribution, including supply to 80 hair & makeup stations



## A global charity fashion show and gala during London Fashion Week

### The Project

Fashion for Relief is a global charity event founded by Naomi Campbell in 2005. Since then the annual event has travelled to major cities worldwide, including New York, London, Cannes, Moscow, Mumbai and Dar es Salaam.

Returning to London for 2019, the event was staged at the British Museum during London Fashion Week, with 500 guests in attendance. Working with My Beautiful City, who provided the art direction and creative production, White Light (WL) supplied the technical solutions for all rigging, lighting, audio and video elements. WL also worked closely with LightLab, who were appointed by My Beautiful City to design the lighting for the event.



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### The Brief

An integral part of the evening was a fashion show, with prestigious models including Erin O'Connor, Stella Maxwell, Adut Akech and Naomi Campbell herself, making an appearance on the catwalk.

The show was then followed by a gala dinner and auction to raise vital funds for Fashion for Relief's chosen charity partner, the Mayor's Fund for London.

Throughout the evening, there were live music performances from artists including Grammy Award winning hip-hop icon Eve and rising star rapper Octavian.





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### The Delivery

WL's Senior Account Manager & Creative Producer, Richard Stirzaker, managed the project. He comments: "There were multiple layers to the production for this show. Primarily, we had to transform the Great Court at the British Museum into a beautifully lit catwalk. We achieved this by rigging four central towers with LED moving wash units. Additional lighting throughout the guest's entrance route, gala dinner space and main stage area, combined with a large-scale projection backdrop, all served to enhance the visual aesthetic. Audio was also of crucial importance, with keynote speeches and five live performances on the night. Finally for the auction, which served the key objective for the whole event, we provided a content relay system and screens for optimum viewing."



Olivia Teodorani, Head of Production at My Beautiful City adds: "The technical elements for this project were quite complex and working in a unique venue such as the British Museum required absolute precision and expertise. Having previously worked with WL on many fashion shows, we knew that they would more than deliver on the specific needs of lighting for the show and provide quality audio and video solutions. Their extensive knowledge of working in venues of this nature helped us to utilise the environment to its full potential for this high-profile event."

### Contact us for more information

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