

# CKCW-TV STAGES LIVE FASHION SHOW



**HAVING "FUN IN THE SUN" for CKCW cameras (left to right) a housewife, Simone Gunn, and three high-school students, Barbie Clay, Sue McCulley and Jean Martin. Below, coming down the ramp, all dressed up to "Travel in Style" are Jean Martin, Sue McCulley, Simone Gunn and another housewife, Davida Creaghan, all being greeted by TCA Hostess Jacqueline Garland, and TCA Captain Les Stokes.**

**M**ONCTON'S CKCW-TV recently made an all out effort on a studio production for a local ladies' clothing shop. The result was a series of two fashion shows complete with plot and "extras" in the cast.

The J. D. Creaghan Co. Ltd. wanted to show summer and resort wear without the usual stereotyped parade of models and mannequins; so the entire production staff went to work on the effort, with art sets, film inserts, and a "plotted" script.

Fashion Show No. 1 was entitled *Fun in the Sun*, and against a set created by staff artist Bas Cloney as a replica of a nearby beach, complete with a ton of real sand brought into the studio, the models cavorted in the "sun", and incidentally displayed Creaghan's swimming suits and beach accessories. The show was actually divided into two scenes in the 15 minutes, with film bridges

of typical beach and water scenes to maintain the illusion of realism and to facilitate the movement of the models on the sets.

Fashion Show No. 2, called *Travel in Style*, presented clothes for travel wear. Once again Bas Cloney came up with two original sets, one, the replica of a TCA ticket office, and the second a stretch of tarmac, with a real loading ramp borrowed from TCA. Originally the production department had considered using rear screen effects, but voted for the elaborate art effects in order to provide another dimension to the sets.

Scripts for both shows provided for natural motions by the models in showing the clothes, and the split second timing by the producer in dubbing in the music and film inserts gave a smooth show which both the station and the sponsor felt offered a new approach to fashion advertising.