**Understanding the Fashion Week**

*We have all heard about the fashion week once in our live, at least in a movie or on a program. But some of us do not really understand how it works and how it is structured.*

The fashion week is the fashion event in which fashion brands and houses present their new collections, in showrooms or during fashion march past, to permit the buyers (celebrities, shops and not occasional buyers of second hand shops) to make their orders for the next season. Here, it is the occasion to show off the future trends to the presse, to make grow the desires. Four to six months later, these articles find their selves in shops where the shoppers are left to express their excitement which they retained for months already.

There are four well-known fashion weeks ; The Fashion Week of Paris, The Fashion Week of London, The Fashion Week of New York and The Fashion Week of Milano. These are the four popular and unmissable fashion cities in Europe and in America.

**The Fashion week's Rythme**

The ironical fact in the “fashion week” is that, it never last a ***week***. From four days for London, to nine days for Paris, but it never seven days. Another irony is that,the fashion week does not respect the calendar, in that, they will present their thick coats during a summer of 40° and exposes light dresses during the winter session.

The fashion week happends in two season, from January to March is meant for the Autumn/Winter collections and from June to September it's meant for Spring/Summer collection which is mostly appreciated. It should be noted that some fashion houses have opted for mixed march past, so as to reduce their costs and to reduce their impact on the environment. Thus, causing more confusion and giving the impression that it never ends. The other fact which adds to the exicite of this event, is the other shows organised besides the official calendar.

The fashion weeks starts with the Autumn/Winter that is, January, February and March, starting (chronologically) from the Men Fashion Week of London, then the Fashion Week of Milan (Mixed), Fashion Week of Paris, Women Fashion Week Couture in Paris, Men Fashion Week of New York, Women Fashion Week of New York, Women Fashion Week of London, Women Fashion Week of Milano and Women Fashion Week of Paris.

For the Spring/Summer season from June to September, it starts, with the Women Fashion Week of New York, the Men Fashion Weeks of London, Paris and Milano and ends with the Women Fashion Weeks of Milano and Paris.

This is quite confusing but fascinating how the complexity of the event gives birth to the beauty in the creations and the expression of these fashion designers.