

Stageco builds replica Paris for H&M Fashion Show launch

This December, French designer Sonia Rykiel launched her new range with a fashion show in the heart of Paris and Stageco built the specialist structures required to create a stunning Parisian themed set.

The Grand Palais in Paris welcomed 2350 guests when it was transformed into a fairytale village for the launch of one of France's biggest fashion icon's new H&M range.

Stageco was approached to design and build the structures for the show working closely with the show's production manager Piet Winten. Stageco started work on the project a month before the show designing the custom built support structures.

The 26 strong Stageco team worked to a time and venue sensitive brief, building the set in three days ready for the international media, celebrities and special guests to watch the show.

Stageco designed the 400m² base upon which the replica version of the Eiffel Tower stood at 30m high. The base was built using Stageco 750 truss and included a three tiered grandstand for seated spectators and press.

The VIP platform offered 300m² space and at 5m high, it allowed special guests unrestricted viewing of the show. The platform was integrated into the show's scenery and housed different catering bars.

The 12m high Arc de Triomphe structure was mechanically engineered to allow the arch to split into two pieces during the show, operated by the Stageco team. Stageco's Project Co-ordinator and leading R&D for the project Manolis Kassanis explained:

"Each structure we designed and built was integral to the show's atmosphere and theatrical impact and the finishing touches had to be stunning due to the attention to detail of the client and audience.

"The real challenge was the load in and out of the venue, for both access and time. The six truck loads of equipment had to be built in three days and we dismantled in 11 hours instead of 21 hours originally planned!"

Stageco also built 14 scaffolding towers at 10m high to support PA, lighting and scenery across the venue.

Production Manager, Piet Winten explained:

“The show was a very big production and creative challenge. As with any creative project, things were adapting constantly which meant the production had to be built in a rather short amount of time. For such a large scale event we needed to use suppliers with the technical expertise and experience with fashion events.

“Stageco’s R&D process meant that the concept was really brought to life and we benefited from their experience on such high profile jobs as these. Stageco’s flexibility and dedication throughout the project along with their attention to detail delivered a high quality finishing, which is vital in the fashion world.”