

Industry Insight: extended

Steven Rogers, producer and talent booker, extended interview.

Steven's interview appears in abridged form in Chapter 3, page 103.

Tell me about interviewing celebrities at fashion shows.

Television is more interested in the celebrities who are sitting front row than the catwalk show. It is the celebrity models and celebrity designers who get the attention. I remember going to Cavalli in Milan and their big surprise was Cindy Crawford on the catwalk. It was in all the papers the next day. The press don't want to write about the shows; a picture of Cindy Crawford in Cavalli gave the press a story. She is worth her weight in gold.

I remember seeing pictures of a Burberry show. There was Brooklyn Beckham, Jude Law's son and Daniel Day Lewis' son on the front row. When I looked at the *Daily Mail*, the story was about Brooklyn Beckham, not about the clothes. There is a halo effect going on for the celebrities because they get some fashion credibility by sitting next to Anna Wintour or Suzy Menkes in the front row. But they are both at work; some to look at the clothes and some to get their picture in the paper.

Are celebrities paid to sit front row?

Celebrities either get paid or they get loads of clothes. They will be flown out on a private jet, have a nice place to stay, presents ... treated like royalty. The PR team for the fashion house will look after them. It's about publicity. Making sure a car is booked, making sure they arrive, making sure the paps are there taking the picture. There was the Versace show [Haute Couture, January 2016] and the main picture of Rita Ora in that dress, she was probably paid. Most stars look good now because they have stylists. If Rita is at a Versace show in a Versace dress, there will be a Versace stylist. Monica [Bellucci] dressed in Chanel at the Chanel show; she will have been paid. That is a day's work for her. And there are Kendall Jenner and Gigi Hadid on the catwalk [Chanel Haute Couture, January 2016].

Do you think it's like going back to the Nineties?

Yes, famous models. And now to be a famous model, you've got to have a big social media following so they're becoming celebrities again. I think social media has changed things. It is a way of speaking to audiences. You can't just be a model, you have to be a model with a following. That brings more to the brand. Gigi Hadid is everywhere. Over 12 million followers. That is one of the reasons Versace will have employed her. It will be part of the deal that she uses social media ... All the girls who do the Victoria's Secret show use social media. The Victoria's Secret show has taken over from Miss World.