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Invitation Lists Are Going High-Tech



Nine New York fashion week shows will use the Events GPS system.

■ GPS Hits the Guest List

By Cheryl Lu-Lien Tan

Fashion alert: Long waits, endless lines and battling hordes of tent-crashers—longstanding hassles that are part of the fashion week pandemonium—could soon be coming to an end.

KCD Worldwide, which is producing nine shows for designers such as Marc Jacobs and Zac Posen, is trying a new “Events GPS” system that electronically organizes invitations and RSVPs. Attendees will be checked in using bar codes and scanners that, in some cases, can call up a guest’s image. KCD worked with Fashion GPS Inc. in Manhattan to design the system to bring some order to the chaos of fashion week.

Fashion GPS charges \$500 to \$3,500 per month for its service. Rachna Shah, vice president of public relations at KCD, estimates that it “will pay for itself each season” and result in additional savings, due in part to reduced paper usage. KCD will use the system at its nine shows in New York and six in Paris.

For next season’s New York shows in February, Fashion GPS founder Eddie Mullon says he plans to create “Platinum cards” with RFID chips embedded in them. This will allow staffers to instantly get a guest’s name, picture and seat location when he or she is within range. The information will pop up on a staffer’s hand-held personal digital assistant as the person approaches. Mr. Mullon is also exploring the possibility of creating fashion week IDs with bar codes so attendees can use one card to get into all the shows they’re invited to, instead of hauling around—and inevitably losing—individual invitations.

As for stopping the show-crashers? “The reality is that people can always find a way in,” Ms. Shah says.