

RUNWAY SHOW — RUN BOOK

FERREIRA

Spring–Summer 2027 · Look Book Live

A first solo runway by **Noa Ferreira** · emerging womenswear · Paris

VENUE Hôtel de Béthune-Sully Cour d'honneur · Le Marais	DATE Fri 05 Mar 2027 Paris Fashion Week SS27	SHOW CALL 19:00 CET Doors 18:15 · Curtain 19:30
LOOKS 22 + finale walk + bow	MODELS 13 9 walk twice · 3 quick changes	RUN TIME ≈10:00 22 cues @ 26s + finale

SHOW CALLER

Margot Vasseur
Calls all cues from stage-left comms · Ch.1

OPEN-AIR VENUE

Courtyard · weather contingency \$P7

RUN OF SHOW

CUES 01-11 · LOOKS 1-11 · 26-SECOND INTERVALS · CALLER: M. VASSEUR

CUE	ELAPS	LK	MODEL / LOOK	MUSIC / LIGHTING	BACKSTAGE
1	0:00	01	Ama Ivory wool opera coat	MUS in — 'Cendres' pt.1 / house to 40%	Opener — hold at line for GO
2	0:26	02	Béatrice Charcoal draped jersey gown	hold / warm wash	steady
3	0:52	03	Cléo Oxblood leather trench	build / add rail 2	—
4	1:18	04	Dita Bias-cut slip, pewter	sub-bass drop / cool 20%	watch hem on step
5	1:44	05	Enni Deconstructed pinstripe suit	loop A / side spots up	—
6	2:10	06	Faye Black mohair knit dress	break / house 30%	—
7	2:36	07	Gala Cream silk column	strings enter / amber	gloves checked at rail
8	3:02	08	Hana Rust corduroy separates	tempo up / rail 1+2	—
9	3:28	09	Iris Indigo raw denim set	percussion / white key	cuff denim before line
10	3:54	10	Juno Bottle-green velvet tux	half-time / deep blue	bowtie set
11	4:20	11	Kaia Ecru trench, belted	pad swell / warm 50%	belt cinch @ rail

CALLER PROTOCOL

Standby called 2 cues ahead. GO on the beat — walker steps off on Vasseur's "GO", not the music. Hold any cue on caller's "HOLD"; recover on next 26s grid tick.

INTERVAL

26.0 s spacing gives a clean 9:06 for 22 looks. Runway length 24 m; walk-down ≈ 20 s, 6 s turn + return overlap at half-line.

RUN OF SHOW · FINALE

CUES 12-22 · LOOKS 12-22 + FINALE WALK + DESIGNER BOW · TOTAL RUN ≈ 10:00

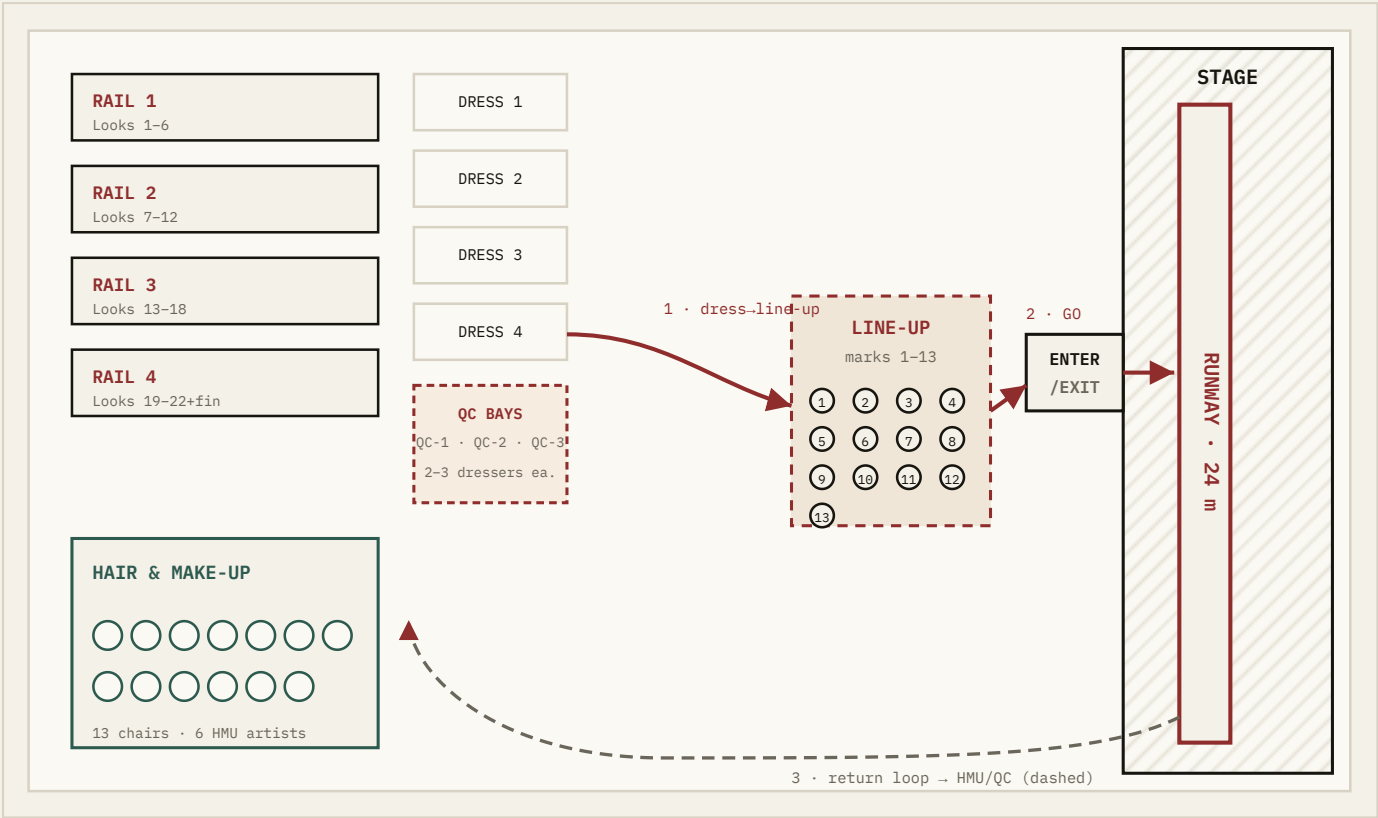
CUE	ELAPS	LK	MODEL / LOOK	MUSIC / LIGHTING	BACKSTAGE
12	4:46	12	Liv Slate wool wide-leg suit	4-on-floor / neutral	—
13	5:12	13	Mira Plum satin wrap dress	vocal cut-in / rose wash	—
14	5:38	14	Faye Fawn shearling coat	low drone / amber dim	coat pre-opened
15	6:04	15	Liv Onyx sequined slip	glitch fill / strobe x2	QC · 78S · 3 DRS
16	6:30	16	Kaia Camel cashmere cape	lift / white 80%	cape clasp @ dresser QC · 130S · 2 DRS
17	6:56	17	Mira Storm-grey trouser suit	'Cendres' pt.2 / cool	QC · 104S · 2 DRS
18	7:22	18	Iris Burgundy knit gown	filter sweep / blue	—
19	7:48	19	Juno Chalk poplin shirtdress	snare roll / house 20%	buttons top 2 open
20	8:14	20	Hana Petrol organza layered	choir stack / gold wash	organza fluffed @ line
21	8:40	21	Gala Espresso leather column	bass reprise / low warm	—
22	9:06	22	Dita Bridal-white finale gown	MUS peak / full white	Closer — pause at apex 3s
F1	9:30	ALL	13 models	'Cendres' reprise / full white 100%	Finale walk — full line, 2 laps
F2	10:00	—	N. FERREIRA	MUS swell / spot centre + house 60%	Designer bow — hold apex 4s, exit SL

QUICK-CHANGE REGISTER · 3 FLAGGED

LIV 78S look 12 → look 15 4:46 → 6:04 Dressers: 3 · station QC-1	MIRA 104S look 13 → look 17 5:12 → 6:56 Dressers: 2 · station QC-2	KAIA 130S look 11 → look 16 4:20 → 6:30 Dressers: 2 · station QC-3
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BACKSTAGE & LOOKS BOARD

COUR D'HONNEUR MARQUEE · 13 MARKS · 4 RAILS · 3 QC BAYS · MODEL FLOW



LK	MODEL	LOOK	RL
01	Ama	Ivory wool opera coat	R1
02	Béatrice	Charcoal draped jersey gown	R1
03	Cléo	Oxblood leather trench	R1
04	Dita	Bias-cut slip, pewter	R1
05	Enni	Deconstructed pinstripe suit	R1
06	Faye	Black mohair knit dress	R1
07	Gala	Cream silk column	R2
08	Hana	Rust corduroy separates	R2
09	Iris	Indigo raw denim set	R2
10	Juno	Bottle-green velvet tux	R2
11	Kaia	Ecru trench, belted	R2

LK	MODEL	LOOK	RL
12	Liv	Slate wool wide-leg suit	R2
13	Mira	Plum satin wrap dress	R3
14	Faye	Fawn shearling coat	R3
15	Liv	Onyx sequined slip	R3
16	Kaia	Camel cashmere cape	R3
17	Mira	Storm-grey trouser suit	R3
18	Iris	Burgundy knit gown	R3
19	Juno	Chalk poplin shirtdress	R4
20	Hana	Petrol organza layered	R4
21	Gala	Espresso leather column	R4
22	Dita	Bridal-white finale gown	R4

DAY-OF CRITICAL PATH

FRI 05 MAR 2027 · LOAD-IN 08:00 → STRIKE 23:00 · 14 GATES · OWNER ACCOUNTABLE

08:00	Load-in — trucks to cour d'honneur gate	Prod · L. Mercier
08:30	Marquee + flooring build begins	Site · Atelier Kgiven
10:00	Runway deck laid + levelled (24 m)	Site · Atelier Kgiven
11:30	Rig lighting + FOH audio; focus session	Tech · R. Dupont
13:00	Rails in · steam + tag 22 looks by rail	Wardrobe · S. Bianchi
14:00	Model fittings + walk rehearsal (marks)	Casting · P. Nkemdirim
15:30	Hair & make-up call · 13 models	HMU · C. Laurent
16:30	Tech run — full cue-to-cue @ 26s grid	Caller · M. Vasseur
17:30	Notes + quick-change dry-run (LIV/MIRA/KAIA)	Wardrobe · S. Bianchi
18:00	FOH clear · press riser check · comms test	FOH · T. Okafor
18:15	Doors — guests seated, courtyard	FOH · T. Okafor
19:30	CURTAIN — show call, cue 01	Caller · M. Vasseur
19:42	Bow + house up · exit music	Caller · M. Vasseur
23:00	Strike complete · venue returned	Prod · L. Mercier

HARD DEADLINE

18:15
Doors — non-negotiable

TECH RUN

16:30
Full cue-to-cue rehearsal

CURTAIN

19:30
Cue 01 · look 01

FLOAT / RISK

75 min float between tech run (16:30) and doors (18:15) absorbs late fittings. Weather call locked by 15:00 — see contingency \$P7. Deck level is the long-pole item; any slip past 10:00 compresses focus + rehearsal.

CALL SHEET & FRONT OF HOUSE

CREW CALLS · LOCATIONS · CONTACTS · [[TBC]] = TO BE CONFIRMED BY 04 MAR

ROLE	NAME	CALL	LOCATION	CONTACT
Show Caller	Margot Vasseur	15:30	Stage-left comms	+33 6 12 44 07 –
Producer	Léa Mercier	08:00	Prod office / gate	+33 6 88 21 55 –
Stage Manager	Idris Okafor	14:00	SL wing	[[TBC]]
Wardrobe Lead	Sofia Bianchi	13:00	Rail bank	+33 6 09 73 –
Casting Director	Paul Nkemdirim	14:00	Line-up zone	+33 6 41 19 –
Lighting / FOH Audio	Rémi Dupont	11:30	FOH riser	[[TBC]]
HMU Key	Camille Laurent	15:30	HMU bay	+33 6 55 02 –
Music / DJ	[[TBC]]	16:30	FOH booth	[[TBC]]
Designer	Noa Ferreira	12:00	Backstage / SL	private – via Prod
Press / VIP	Toni Okafor	16:00	FOH door	+33 6 77 38 –

DOORS

18:15

Guests admitted from the rue Saint-Antoine gate; courtyard seating opens same time. Late arrivals held at rear until first blackout.

SEATING PROTOCOL

Front row by place-card only (VIP + press). Rows B–D general. House managed by T. Okafor; two ushers per side. No standing on runway edge — 1.2 m clearance held.

PRESS RISER

Riser at runway head (end of walk), 3.0 m wide, 12 pit spots. Accreditation checked at FOH door. No flash during blackout cues; riser struck immediately post-bow.

CONTACTS & CONTINGENCY

KEY CREW DIRECTORY · ESCALATION OWNERS · ANNEX LIVE DURING SHOW

Léa Mercier PRODUCER +33 6 88 21 55 – lea@ferreira-studio.fr	Margot Vasseur SHOW CALLER +33 6 12 44 07 – margot.v@callroom.fr	Idris Okafor STAGE MANAGER +33 6 30 91 – idris@stageline.fr	Sofia Bianchi WARDROBE LEAD +33 6 09 73 – sofia@ferreira-studio.fr
Rémi Dupont LIGHTING / AUDIO +33 6 71 – remi@dupont-tech.fr	Camille Laurent HMU KEY +33 6 55 02 – camille@laurentbeauty.fr	Paul Nkemdirim CASTING +33 6 41 19 – paul@nk-casting.com	Toni Okafor PRESS / VIP +33 6 77 38 – press@ferreira-studio.fr

CONTINGENCY ANNEX · DECISION OWNER NAMED PER SCENARIO

RAIN / OPEN-AIR OWNER · N. FERREIRA + L. MERCIER Courtyard is uncovered. Weather call locked 15:00. Plan A: retractable marquee deployed over seating + runway (60 min to raise). Plan B: relocate to Salle Sully (indoor, cap 140) — triggers seating re-map + 45-min doors push. Deck anti-slip mats laid regardless.
TALENT NO-SHOW OWNER · P. NKEMDIRIM (CASTING) 2 fitting-confirmed standbys on 1-hr call. If a model drops <T-2h: standby absorbs her look(s); rail tags + line-up marks reissued. If a quick-change model drops, redistribute her 2nd look to nearest-fit standby — never leave a QC bay unstaffed.
AUDIO FAILURE OWNER · R. DUPONT (TECH) Redundant playback: primary laptop + mirrored backup on separate desk, both to a splitter. On dropout, caller switches to backup within 1 cue; models hold on caller's voice count (26 s grid) — show continues without music if needed. FOH re-patch target < 60 s.
15-MIN DELAY OWNER · M. VASSEUR (CALLER) If curtain slips >15 min: hold house, music bed under, press informed via FOH. Beyond 15 min, Producer decides go/hold. Run compresses by tightening interval to 24 s (recovers ~44 s) — never by cutting looks. Announce revised curtain to backstage on Ch.1.

Escalation: Crew → Stage Manager → Producer → Designer

Comms: Ch.1 show · Ch.2 FOH · Ch.3 site