

The Image is...
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For immediate release

**Renowned Fashion Show Producer, Casting and Artistic Director
Hans Koechling
The Image is ... Celebrates 25 Years in Fashion**

February 10, 2020 -- For over two decades, **Hans Koechling** has been curating and producing some of the most memorable events and fashion shows for Canadian and international luxury fashion houses, designers, and lifestyle brands under the name **The Image is...**, his high-profile production company.

A former male model, Hans was introduced into fashion at an early age where he was surrounded by the most prestigious catwalks with the world's top runway stars. It was during that time that he was captivated by the staging of runway shows and started educating himself on the high-level discipline, from team coordination to acquiring the technical knowledge and logistics, required to masterfully produce fashion events that gain traction, followers and clients. Koechling proceeded to make his way up the ladder from assistant to stylist, and then artistic director, casting director and producer.

"I worked behind the scenes in fashion for many years with simply with the best and most creative people the industry had to offer and that, in hindsight, helped me find my own path," says Koechling.

Specializing in turn-key services, from custom tailored concepts to completion, Koechling brings his client's' vision to life with spectacular presentations and special events that combine innovative concepts with state-of-the-art venues and a very experienced production team in order to build events that generate maximum exposure. "The designer, or the client, is the star. They hire me to make their dreams come to life."

Along with the passion, planning and adrenaline that go into producing a world-class runway show, his vision encompasses an acute understanding of the technical logistics such as lighting, sound and staging, that bring a show to life.

25 Years of Stellar Events

Because of his refined taste, true craftsmanship, and meticulous attention to detail required to produce incredible fashion shows, esteemed clients such as **HOLT RENFREW, HUGO BOSS, AIR CANADA, BIRKS, CHANEL, HUDSON'S BAY, L'OREAL, TARGET, MARCHESA, DSQUARED2** and **VICTORIA BECKHAM**, to name a few, have commissioned Koechling over the course of his 25-year career.

With his keen eye for capturing the perfect vision live on stage and in print, Koechling has also contributed to numerous television programs and red carpet interviews and continues the rebranding of numerous clients as creative director for photo shoots and image campaigns published in magazines such as Vogue, Elle, Harper's Bazaar, L'Uomo Vogue, GQ, W Magazine and Pellice Moda.

Giving Back

Thanks to a flawless track record and an extensive network of contacts, Koechling has been in the enviable position to support and mentor sustainable, emerging and aboriginal Canadian designers, including Fashion Schools and fashion design programs such as TOM* Emerging Menswear Designer Awards, SRFI Suzanne Rogers Fashion Institute, and TFI Toronto Fashion Incubator.

Koechling has worked many years supporting charities that make a difference in people's lives, namely Suzanne Rogers Presents, Hope & Cope, the Quebec Lung Association, Men's Fashion4Hope, St. Mary's Hospital Foundation, Canfar, the AIR CANADA Foundation and the PK Subban Foundation for the Montreal Children's Hospital.

As an animal lover, he is sensitive to the plight of our fragile planet and the welfare of animals all over the world. He is very open about his social commentary being heard loud and clear, especially when it comes to the protection of elephants, the oceans, and the environment at large.

His social media channels (@theimageisofficial on Instagram; The Image is on Facebook and Hans Koechling on Facebook) share some of the realities of what is happening to our world and the environment. "I think it's critical to our survival, particularly now, to share what is going on in our natural world. We all need to see beyond the politics and glitter. This is a climate emergency! Our planet is on fire!"

The Image is... currently works with organizations seeking to preserve life. "Our mission is to keep awareness and speak for the ones that cannot be heard," says Koechling.

About Hans Koechling:

Hans Koechling is the Founder and President of The Image is..., a company specializes in the production of high-profile fashion events for Canadian and international brands, including designer labels, cosmetic companies, technology innovations, broadcast television and live-streaming.

The stellar team at The Image is ... seamlessly provides services in English, French and German.

www.the-image-is.com



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PORTFOLIO:

Hans's portfolio has spanned geographical borders, multiple mediums and various initiatives.

-Successfully launching designers and brands at **New York, Miami, Berlin, London, Toronto, and Shanghai FASHION WEEKS, TOM* Toronto Men's Fashion Week**, as well as producing several high-profile events with **IMG**, including the **Mercedes Benz Start-Up Canada** program.

-Producing and directing the launch of IGEDO'S CPD **AVENIDA MODA** in Miami with spectacular runway shows to complement the exhibition created for American and South American markets.

-Launching **HUGO, Hugo Boss** North America with a star-studded model line-up and high media profile show in Montreal.

-With 36 models and an entire production team from China, he produced and staged the historic fashion retrospective of China's Ancient Times (221 BC – to today) entitled **CHINA MILLENNIUM** at **New York Fashion Week**.

-Produced and directed the live televised prestigious Quebec Fashion Awards the TVA **GRIFFE D'OR** for two years with over two million viewers.

-Staging the world renowned and North America's **NAFFEM** outerwear shows and **CIMM** Montreal's ready-to-wear shows for over a decade, making Montreal the fashion centre of North America.

-During **TIFF** (Toronto International Film Festival), Hans directed the CTV broadcast special “ **Fashion Television celebrates VALENTINO** “, CTV's Fashion Television on its “ Red carpet meets the runway ” , where CTV's Festival Headquarters was transformed into a world-class fashion space to present the Valentino Couture collection.

- In the following year he also directed “ **Born in Canada, Made in Italy**,” another CTV broadcast special on Canadian designers **DSQUARED2**, also shown during TIFF.

The world's glitterati gathered for the Toronto International Film Festival, where **Fashion Television** hosted Dean and Dan Caten who presented their DSQUARED2 collection at CTV's iconic Queen St. Headquarters. Fans and fashion lovers, and the industry's elite witnessed a glamorous homecoming and outdoor runway show.

-Directing **LG Fashion Fusion**, a CTV broadcast special. The event brought together the extraordinary relationship between fashion, music and technology with international and Canadian fashion designers, including a special performance by Maroon 5, launching LG Fashion Week.

-Koechling has produced and directed **TOM*** Toronto Men's Fashion Week and **TW** Toronto Women's Fashion Week, listed as BIZ BASH TOP 100 Fashion Industry Events in Canada. The shows were live-streamed around the world on Facebook Live, aired on FASHION TV, and featured in VOGUE ITALIA, GQ, V - Magazine, and numerous national and international publications.

-He has lent his creative vision to produce the highly successful online events with **Facebook** Live stream to launch the **Canadian Olympic Uniforms** with **Hudson's Bay, COC, CPC** for RIO 2016 and **Team Canada Collection for** PyeongChang 2018.

-Celebrating **ROMONA KEVEZA** 10TH Anniversary Red Carpet fashion presentation at New York Fashion Week.

PORTFOLIO: (continued)

-He produced and directed the grand fashion finale for the feature film **After the Ball**, a **LE CHÂTEAU** retail fairy tale set in the world of fashion.

-Koechling has also collaborated with **Television's America's**, and **Britain's & Ireland's "Next Top Model"** on numerous episodes, coaching and directing the season's fashion show finale episodes.

-As Canadian Curator of **TARGET 3.1 PHILLIP LIM** for **TARGET Stylescape**, he assembled a formidable cast of fashion trendsetters to pose for the world's largest digital panoramic fashion spread, revealed at **New York Fashion Week**.

-Québec shines at **Shanghai Fashion Week** –Koechling and his international production team curated, produced and executed " **Montreal Collections** " collective fashion show of Québec manufacturers, opening several Asian markets and Canadian branded stores in China, including **ALDO**, **HIP & BONE** and **M0851**.

-During **London Fashion Week**, in collaboration with **Britain's Fashion Council**, the Québec Fashion Design Council CCMQ and the Québec Government Office in London, Koechling curated the international Fashion Showcase titled "**Montreal Winter Fashion City**", featuring six emerging Québec designers.

-Staging **AIR CANADA's 75th** Anniversary Event, a fashion show featuring a fashion retrospective of all uniforms from the 1930s to the present day, and later launching **CHRISTOPHER BATES** new **AIR CANADA** international award-winning uniforms, as well as creating the **AIR CANADA** grooming guide, with a new image and beauty looks for the entire fleet.

-Producing high profile fashion shows and events with **Suzanne Rogers Presents** showcasing collections from the house of **OSCAR DE LA RENTA**, **MARCHESA**, **ZAC POSEN** and **VICTORIA BECKHAM** benefiting numerous SickKids charities.

-With **CHANEL**, Koechling presented Karl Lagerfeld's cruise collection in Toronto. Having flown in its **CHANEL Cruise** collection along with a team of International models, the show marked the designer's first major Canadian runway show in 10 years.



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