

# Event 10 Innovations in Fashion and Cosmetics



**Innovations in Fashion and Cosmetics** is an individual or team event that recognizes participants who demonstrate knowledge of the basic concepts of product development in fashion and cosmetics studied in family and consumer sciences by creating an original prototype formula or design, and developing a marketing strategy. Participants will demonstrate their knowledge of planning, product development, packaging, pricing and marketing. Participants will prepare a display, suggested product packaging and an oral presentation.

Participants will develop a display with the two categories of products for this event.

Part I Product Development: Perfume Product Packaging

Part II Product Development: Fashion Accessories Products

**Event categories:** Occupational

**Team or Individual Event**

## **Procedures and Time requirements**

At a designated participation time, participants will have 5 minutes to set up a display. Other persons may not assist. The oral presentation may be up to 15 minutes in length. A one minute warning will be given at 14 minutes. Participants will be stopped at 15 minutes.

If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation.

Visual equipment with no audio may be used during the entire presentation.

Following the presentation, evaluators will have 5 minutes to interview the participants.

Following the interview, the evaluators will have 5 minutes to review the display.

Evaluators will have 5 minutes to use the rubric to score and write comments.

## **Eligibility and General Requirements**

Review the MN FCCLA rules and guidelines.

A table or freestanding space will be provided the participants. Participants must bring all needed equipment and supplies. Wall space will not be available.

Access to an electrical outlet will not be provided. Participants are encouraged to bring fully charged devices such as laptops, tablets etc. to use for audiovisual presenta-

tions.

Items within the display may be used as in hand visuals during the presentation but must be returned within the display dimensions when finished. The product scenarios will be in the rules.

## **Presentation Elements Allowed**

Audio

Costumes/ Uniforms

Easel

Props/ pointers

Visual equipment

Visuals

## **Product development requirements**

You will be designing original ensembles in Fashion and Cosmetology.

## **Part 1- Product Development- Perfume Product**

You will be designing containers for a fragrance line.

Develop the

- design of the bottles
- the packaging
- image of the product.

Designs should be in color, and be original designs.

Participants should sketch the product design at a size that details show well. You also must color the bottle designs. You can attach a sample of fabric, a picture of the fabric or color, or other design details to show.

Identify the design inspiration (like a Monet painting, flower garden, county fair, etc) .

The following is a list of possible packages to design.

You must complete 3 of them.

- ◆ Perfume Bottle
- ◆ Dusting Powder
- ◆ Accessory containing the fragrance (in solid or liquid form?)
- ◆ Lotion
- ◆ Body Mist
- ◆ Body Wash
- ◆ Other? List

## **INFORMATION NEEDED:**

Product packaging of each part of the fragrance line.

Label Design/Logo (This should be one page).

All packaging in color.

List of the Top/Middle/Bottom Notes of the fragrance.

Demographic and Target Market of this fragrance Line.

Paragraph describing the fragrance line and the person that wears it.

For example: "Clinique Happy". A Hint of Citrus. A Wealth of Flowers. A Mix of Emotion. Wear it and Be Happy.

**Participants-BRING 3 copies of the Evaluation rubric to the Area Mid winter competition and 1 copy of the rules for evaluators.**

## Part 2- Product Development-Fashion Accessory Design

Use your designing skills and creating a line of accessories to go with a line of clothing.

You must complete **AT LEAST 6** of them.

- |                         |   |
|-------------------------|---|
| 1. Footwear             | 6. Belts  |
| 2. Sunglasses           | 7. Purses and/or handbags and small leather goods |
| 3. Jewelry              | 8. Hats and headwear                              |
| 4. Hosiery and leg wear | 9. Scarves and neckwear                           |
| 5. Gloves               | 10. Other (Please List):                          |

The designs should be original. This means that it is something different– something out of the ordinary. You must choose 6 DIFFERENT accessories, no duplicates.

Include:

- 1) A design number and label of the ensemble that it coordinates with. (Just like when you order online or purchase from a store, each item has a SKU #, so should your design)
- 2) Model or Item name
- 3) Description: What makes it original?
- 4) Where does your inspiration come from? (for color/design) Another designer? (knockoff), a location, (ex. Sunset, pyramids), a painting....
- 4) Your target market for this item? (Who would you be advertising to?)
- 5) Finally, you should create a design label or logo. (This would mark the hang tags of your merchandise. If you create a shoe, maybe it would be on the sole or on a tag in the inside, if you design sunglasses, it may be a tag that gets removed after purchase, or it might be etched into the side of the glasses.

### Display

A display should be used to document and illustrate the work of the two parts to the project development.

The display may be either freestanding or table top. Freestanding displays should not exceed a space 48 inches deep by 60 inches wide by 72 inches high including audiovisual equipment.

Tabletop displays should not exceed a space 30 inches deep by 48 inches wide by 48 inches high, including any audiovisual equipment. Information or props outside the display will be considered part for the display and subject to penalty (tablecloths, storage boxes, boxes below the table) etc. Each display must have the following elements.

<b>Project identification page</b>	One 8 ½ X 11 inch page on plain paper with no graphics or decorations that must include participant's name (s) chapter name, event name and project title.  Project Identification page should include:
<b>FCCLA Planning Process</b>	One 8 ½ inch X 11 inch page of how each step of the Planning Process was used to plan and implement the project, use of the Planning Process may also be used in the oral presentation.
<b>Original Perfume Product Packaging Prototypes</b>	Present an original perfume packaging and modified version of the product. Changes in the original version should be highlighted in each modified product. Include sufficient evidence to support the choice in the product for possible marketing.
<b>Product testing methods - Perfumes packaging</b>	Participants should test their formula in focus groups and modify it two times. Focus groups should follow the following guidelines: Test #1- Minimum of 5 individuals Test #2- Minimum of 10 individuals who are part of the intended consumer audience for the product. Display the method of evaluation for each stage of testing and include sample of both negative and positive results from each stage. Selection of final product may occur at any stage of product testing.
<b>Process Storyboards</b>	Show pictures or drawings of the various stages of product testing.
<b>Product Information</b>	Create a label, logo, design packaging of the product.
<b>Equipment, safety and product safety</b>	Develop a list of ingredients and product information.
<b>Product Summary</b>	Includes the product name, target market, appeal of product to target audience.
<b>Actual and Suggested price</b>	Determine the cost. Develop a suggested price for retailing the product.
<b>Appearance</b>	The display must be neat, legible, professional and use correct grammar and spelling.

**Oral presentation** The Oral presentation may be up to 10 minutes in length, the presentation should be professional in nature and summarize the specifics of the products.

<b>Part II Accessories Design</b>	
<b>Original Accessories</b>	Present an original prototype formula (s) and modified version of the product. Changes in the original version should be highlighted in each modified formula. The original prototype formula and final product with sufficient evidence to support the choice in the product for possible marketing.
<b>Product testing methods - Accessories</b>	Participants should test their formula in focus groups and modify it two times. Focus groups should follow the following guidelines:  Test # 1- Minimum of 5 individuals  Test #2- Minimum of 10 individuals who are part of the intended consumer audience for the product. Display the method of evaluation for each stage of testing and include sample of both negative and positive results from each stage. Selection of final product may occur at any stage of product testing.
<b>Process Storyboard on the display</b>	Show pictures or drawings of the various stages of production testing.
<b>Product Information</b>	Create a label, logo, design packaging and the product accessory.
<b>Equipment, safety and product safety</b>	Develop a list of product information.
<b>Product Summary</b>	Includes the product name, target market, appeal of product to target audience.
<b>Actual and Suggested price</b>	Determine the cost of the product. Develop a suggested price for retailing the product.
<b>Appearance</b>	The display must be neat. Legible, professional and use correct grammar and spelling.

The presentation cannot be prerecorded. Visuals equipment, with no audio, may be used throughout the oral presentation. Participants may use props, materials, supplies and/ or equipment to demonstrate how to use the products. The display may be used as a visual.

<b>Organization/ delivery</b>	Deliver oral presentation in an organized manner, concisely and thoroughly summarize the products development..
<b>Knowledge of subject matter.</b>	Show evidence of mastery of design skills including color, design, materials used and style selection, appropriateness for target audience , construction and durability, prices and marketing methods.
<b>Use of display and visuals</b>	Use display to describe all phases of the project development. Be original, creative and appealing visuals to enhance the presentation.
<b>Voice</b>	Speak clearly with appropriate pitch, temp and volume.
<b>Body language/ clothing choice</b>	Use appropriate body language including gestures, posture, mannerism, eye contact and appropriate handling of visuals, notes or notecards if used. Wear appropriate clothing for the nature of the presentation.
<b>Grammar/ word usage/ pronunciation</b>	Use proper grammar, word usage and pronunciation.
<b>Responses to Evaluators questions</b>	Provide clear and concise answers to evaluator’s questions regarding the project. Questions are asked after the presentation.

# Event # 10 Innovations in Fashion and Cosmetology

Name of participant \_\_\_\_\_ Occupational \_\_\_\_\_

Chapter \_\_\_\_\_

Display				points
<b>Project Identification Page</b>	0 Page is missing	1 point One 8 ½ X 11 inch page with required information		
<b>FCCLA Planning Process</b>	0-1 The Planning Process was not used	2 points The Planning Process was used	3 points Each step of the Planning Process was used to plan	
<b>Part I Perfume Product-3 products</b> Check 3 of them. ___ Perfume Bottle ___ Dusting Powder ___ Accessory containing the fragrance (in solid or liquid form) ___ Lotion ___ Body Mist ___ Body Wash ___ Other? List:	0-1 One product was shown	2 point Two products were shown	3 points Three products were shown	
<b>Product testing</b> Focus groups and modify it two times. Test # 1- Minimum of 5 individuals Test #2- Minimum of 10 individuals of intended consumer audience	0-3 points Focus groups were used but not two tests.	4-7 points Focus groups were done but analysis/evaluations were sketchy.	8-10 points Focus groups were done with extensive analysis and evaluations evident.	
<b>Product design display includes:</b> 1. Product packaging of the fragrance line. 2. Label Design/Logo in color. 3. List of the Top/Middle/Bottom Notes of the fragrance. 4. Demographic and Target Market 5. Paragraph describing the fragrance line /and the person that wears it.	0-3 points Display is incomplete and contains less than three of these: label, logo, packaging, notes, target market, and description.	4-7 points Display is complete with information but lacks neatness, creativity, and is not visually pleasing.	8-10 points Display include necessary information, is professional in appearance, complete information and attractively displayed.	

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<b>Part 2 Accessories</b>				Pts
<p><b>Product- 6 products</b> Check 6 of them.</p> <p><input type="checkbox"/> Footwear  <input type="checkbox"/> Belts  <input type="checkbox"/> Sunglasses  <input type="checkbox"/> Purses and/or hand-bags and small leather goods  <input type="checkbox"/> Jewelry  <input type="checkbox"/> Hats &amp; headwear  <input type="checkbox"/> Hosiery and leg wear  <input type="checkbox"/> Scarves &amp; neckwear  <input type="checkbox"/> Gloves  <input type="checkbox"/> Other (Please List):</p>	<p>0-1 points</p> <p>Four products were shown</p>	<p>2 points</p> <p>Five products were shown</p>	<p>3 points</p> <p>Three 6 products were shown</p>	
<p><b>Product components:</b></p> <p><input type="checkbox"/> Design number  <input type="checkbox"/> Label  <input type="checkbox"/> SKU#  <input type="checkbox"/> Model/Item name  <input type="checkbox"/> Description  <input type="checkbox"/> Inspiration  <input type="checkbox"/> Target Market  <input type="checkbox"/> Design Label or Logo</p>	<p>0-2 points</p> <p>Less that 4 items are described</p>	<p>3-5 points</p> <p>5 or more components, but not all are done</p>	<p>6-8 points</p> <p>All components are described.</p>	
<p><b>Product testing</b></p> <p>Focus groups and modify it two times. Test # - Minimum of 5 individuals</p> <p>Test #2- Minimum of 10 individuals of the intended consumer audience</p>	<p>0-3 points</p> <p>Focus groups were used but not two tests.</p>	<p>4-7 points</p> <p>Focus groups were done but analysis or evaluations were sketchy.</p>	<p>8-10 points</p> <p>Focus groups were done with extensive analysis and evaluations evident.</p>	
<p><b>Product Quality</b></p>	<p>0-2 points</p> <p>Product indicates there are some concepts of design missing in the style, coordination or appropriateness of fashion concepts.</p>	<p>3-5 points</p> <p>Products developed include many concepts of fashion and design qualities. Products may lack durability, or a high quality of design.</p>	<p>6-8 points</p> <p>Product includes a well developed line of style, color, line and design of the fashion accessory's concepts. Color, durability, fashion style would be successful with the intended audience and target market.</p>	

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<b>Oral Presentation</b>				points
<b>Oral presentation</b>	0 No information presented	1-4 pts Oral presentation contains knowledge and understanding of the project work.	3-4 pts A Well documented project explained in the oral presentation using visuals, displays and researched information.	
<b>Process Story Board</b>	0-1 points The FCCLA Planning Process was not used	2-5 points The FCCLA Planning Process was used and steps described in some detail.	6-10 points Each step of the FCCLA Planning Process was used to plan the process and was detailed, thoughtful and complete.	
<b>Product Summary</b>	0-1 points One product was shown	2-5 points Two products were shown and described with some detail.	6-10 points Three products were shown and well developed.	
<b>Price</b>	0 None provided	2-5 points Cost is documented with some detail	6-10 points Cost is well documented and detailed, researched.	
<b>Appearance– Display</b>	0 none	1-5 points Appearance of display is well done, pleasing use of color, design and style.	6-10 points Well explained and neat display with attractive use of color and design principles.	
Total Comments:				Evaluator's score: _____ S

**Total Score:** \_\_\_\_\_ **Average of Judges:** \_\_\_\_\_

Rating achieved:

**Area level:**

State Advancer: \_\_\_ Yes \_\_\_ No 50 points or higher

Merit award: \_\_\_ Less than 50 points

**State rating:**

\_\_\_\_\_ 85-100 Gold

\_\_\_\_\_ 84.99-70 Silver

\_\_\_\_\_ 0-69.99 Bronze