

Event 9 The Business of Fashion



The Business of Fashion

The Business of Fashion is an individual event that recognizes a participant's ability to apply fashion planning and purchasing skills learned in a FACS or CTE course to design a wardrobe to meet the specific needs of a varied clientele based on body type, lifestyle, personal preference, career field, and budget. Be part of the creative class as you work with a provided client profile and budget with specific constraints to design a custom wardrobe. Participants must prepare portfolio and an oral presentation.

This is not a national event.

Connection to National Standards for Family and Consumer Sciences

16.0 Textiles, Fashion and Apparel.

16.7 Demonstrate general procedures required for business profitability and career success.

Event categories:

Senior -Grades 10-12

Occupational

Individual event

Procedures and Time requirements:

Each participant will submit a portfolio (electronic or hardcopy) to the event room consultant at the designated participation time.

The participant will have 5 minutes to set up for the event.

Other persons may not assist.

Room consultants and evaluators will have 10 minutes to preview the portfolio (hardcopy or electronic). The participants must make the electronic portfolio accessible to the evaluators.

The oral presentation may be up to 10 minutes in length. A one minute warning will be given at 9 minutes. The participant will be stopped at 10 minutes.

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

Evaluators will have up to 5 minutes to use the rubric to score and write comments for each participant.

Eligibility:

Review eligibility for participants in the rules of the MN FCCLA STAR events.

A table will be provided. Participants must bring all necessary supplies and/or equipment.

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

Presentation elements allowed:

- ♦ Audio
- ♦ Costumes/ uniforms
- ♦ Portfolio
- ♦ Visual Equipment

You have been hired, on a trial basis, as a personal shopper and your first client is calling you. He/she has asked that you find a completely new wardrobe for him/ her.

You must find a variety of essential wardrobe items. This client is very important to you because he/she will be pivotal to the start of your career. If this goes well, you could have found a permanent job in the personal shopping field.

Overview:

For this event you are to find a complete wardrobe for a specific client. You are to take into consideration who your client is and associate that with what he/she will be expected to wear. : To avoid common stereotypes, you will use the scenario to develop a questionnaire that would aid in helping you to better understand your client and their specific needs, as well as industry research surrounding the career of your chosen scenario, and description of client specific needs.**

You should choose one of the scenarios on a specific person and you will find clothes that he/she would like. You will make a Hardcopy portfolio (3 ring binder) or a (electronic portfolio) PowerPoint or Prezi to show your work to the client and evaluators.

Project information:

Minimum Outfits to Include:

- ♦ 3 sets of undergarments – 3% of budget
- ♦ 3 casual outfits – 20% of budget
- ♦ 3 work outfits – 30% of budget
- ♦ 2 gym/exercise outfits – 10% of budget
- ♦ 2 sets of sleepwear - 5% of budget
- ♦ 1 Outside outfit – 5% of budget
- ♦ Swimsuit (if sunny)
- ♦ Coat (if cold)
- ♦ 2 out on the town/evening/semi-formal outfits – 17% of budget
- ♦ 1 formal outfit – 10% of budget

Remember to include all accessories with outfits.

- ♦ Shoes
- ♦ Jewelry (remember both men and women wear jewelry)
- ♦ Hats/Scarves
- ♦ Handbags/Briefcases

NOTES:

- You will be evaluated on professionalism...keep it clean and consistent (all color/some color/no color (if no color used you must explain the color)).

- You will be evaluated on the **budget**...find 5% of annual salary

- ✦ Ex. 60,000 x .05 = \$3,000

- ✦ Stay within 10% of that budget without going over

- ✦ Ex. 3,000 x .10 = \$300

You will be evaluated on appropriateness for needs, age, and budget of client in Excel Format.

Under each outfit you must also write a couple of sentences **explaining what you chose, where you shopped, and why you bought what you bought**. If this is done at the end for all outfits included it must be in paragraph form.

Write at least three paragraphs explaining the outfits

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

Event 9 Business of Fashion The Hardcopy portfolio

The portfolio is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the 3 ring portfolio. (The 3 ring does not need to be an official FCCLA 3 ring) All materials, including the divider pages and tabs, must fit within the cover, be one sided, and may not exceed 64 pages as described below. Once a hardcopy portfolio has been turned in to the evaluators, participants may not switch to an electronic portfolio.

Electronic portfolio

An electronic portfolio may be either a Powerpoint, Prezi, or other electronic form that can be viewed by the evaluators and room consultants prior to the oral presentation. The electronic portfolio and the hardware (method) to view it (i.e. equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume responsibility of providing the technology used to show the evaluators the project. Once an electronic portfolio is turned in to the evaluators, participants may not switch to a hard copy portfolio. Portfolio may not exceed 75 slides as described below.

One 8 ½ X 11 inch page or one slide	Project Identification Page	Plain paper or slide, with no graphics; must include participant's name, chapter, school, city, state, event name and project title.
One 8 ½ X 11 inch page or one slide	Table of Contents	List of the parts of the portfolio in the order in which the parts appear.
One 8 ½ X 11 inch page or two slides	FCCLA Planning Process Summary Page	Summarize how each step of the Planning Process was used to plan and implement the project; use of the Planning Process may also be described in the oral presentation.
0-10 pages or slides	Divider pages or Sections	Use up to 10 divider/section pages or slides. Divider /section pages may be tabbed, may contain a title, a section name, graphic elements, thematic decorations and/or page numbers. They must not contain any other content.
Business Fundamentals- Personal Shopping		
Up to 50 8 ½ X 11 pages or 60 slides	Research the Scenario	Use one of the provided Scenarios and research about the Scenario to develop the client's profile. Further define and describe the components of this scenario.
	Client questionnaire	Using the chosen scenario, develop a client questionnaire you could use for this implementing this scenario. Provide the questionnaire tool that you would use when interviewing the client.
	Description of the client's needs	Write a detailed description of the client's needs including the Body type Lifestyle Personal preferences Career field Budget Climate and geographic impact
	Budget	Develop a budget that will include 5% of the annual salary and stay within 10% of the budget without going over it. See the list of outfits to include listed above. Complete a budget worksheet and include this in your portfolio.
	The Wardrobe Selections	Describe/ show the wardrobe, plans and options you have recommended. For each outfit you must explaining what you chose, where you shopped, and why you bought what you bought.

Event 9 The Business of Fashion-Oral presentation

The Oral Presentation may be up to 10 minutes in length, the presentation should be professional in nature and summarize the client profile, recommended wardrobe and budget. The presentation cannot be prerecorded. Visuals may be used during the presentation (in the portfolio). The portfolio may be used as a visual.

Event 9 The Business of Fashion: Budget worksheet Information.

Participant Name: _____ Date: _____

Client Profile: _____

Total Income: \$ _____

Multiply times X .05 = Total Budget \$ _____

3 sets of underwear	3% of budget (.03) \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
3 casual outfits	20% of budget (.20) = \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
3 work outfits	30% of budget (.30) = \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
2 gym outfits	10% of budget (.10) = \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
2 sets of pajamas	5% of budget (.05)= \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
1 Outside outfit	5% of budget (.05) = \$ _____	X 90 % (.90) \$ _____		
Swimsuit (if sunny) or Coat (if cold)			Budget Range \$ _____ to \$ _____	
2 out on the town	17% of budget (.17)= \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
1 formal outfit	10% of budget (.10) = \$ _____	X 90 % (.90) \$ _____	Budget Range \$ _____ to \$ _____	
			Minimum You Must Spend \$ _____	

You will be evaluated on the **budget**...

Find 5% of annual salary Ex. 60,000 x .05 = \$3,000

Stay within 10% of that budget without going over Ex. 3,000 x .10 = \$300

Event 9 The Business of Fashion

Choose one of the following scenarios.

Scenario 1

Your client is an attorney from New York City. SHE (age 40) lives in a very expensive apartment and loves to have the latest trends. She earns about \$250,000 per year.

Scenario 2

Your client is an attorney from New York City. HE (age 40) lives in a very expensive apartment and loves to have the latest trends. He earns about \$250,000 per year.

Scenario 3

Your client is a teacher living in Minnesota. SHE (age 30) has a modest salary and has learned how to make the most out of her wardrobe. She earns about \$40,000 per year.

Scenario 4

Your client is a teacher living in Minnesota. HE (age 30) has a modest salary and has learned how to make the most out of his wardrobe. He earns about \$40,000 per year.

Scenario 5

Your client is a stay-at-home mom in Texas. SHE (age 35) loves her children and needs clothes that are functional. She earns about \$40,000 per year.

Scenario 6

Your client is a stay-at-home dad in Texas. HE (age 35) loves his children and needs clothes that are functional. He earns about \$40,000 per year.

Scenario 7

Your client is a small business owner in Minnesota. SHE (age 35) has fairly decent funds and is not always concerned with how she looks, but is concerned with how well her business does. She earns about \$100,000 per year.

Scenario 8

Your client is a small business owner in Minnesota. HE (age 35) has modest funds and is not always concerned with how he looks, but is concerned with how well his business does. He earns about \$100,000 per year.

Scenario 9

Your client is a laborer. SHE (age 27) lives in Nevada and works outside most of the time. She earns about \$40,000 per year.

Scenario 10

Your client is a laborer. HE (age 27) lives in Nevada and works outside most of the time. He earns about \$40,000 per year.

Scenario 11

Your client is an engineer in Florida. SHE (age 36) loves how prestigious her career is, but how it can be laid back too. She earns about \$90,000 per year.

Scenario 12

Your client is an engineer in Florida. HE (age 36) loves how prestigious his career is, but how it can be laid back too. He earns about \$90,000 per year.

Scenario 13

Your client is a disc jockey in New York. SHE (age 26) gets the opportunity to be out and about with the community for many exciting events. She earns about \$50,000 per year.

Scenario 14

Your client is a disc jockey in New York. HE (age 26) gets the opportunity to be out and about with the community for many exciting events. He earns about \$50,000 per year.

Scenario 15

Your client is a television personality. SHE (age 30) lives in Chicago and works as a morning news announcer. She earns about \$80,000 per year.

Scenario 16

Your client is a television personality. HE (age 30) lives in Chicago and works as a morning news announcer. He earns about \$80,000 per year.

Scenario 17

Your client is a caterer. SHE (age 35) lives in Los Angeles and has the opportunity to cater major events like the Oscars and Grammy's. She earns about \$50,000 per year.

Scenario 18

Your client is a caterer. HE (age 35) lives in Los Angeles and has the opportunity to cater major events like the Oscars and Grammy's. He earns about \$50,000 per year.

Scenario 19

Your client is a photographer. SHE (age 22) lives in Hawaii and has the opportunity to photograph landscapes in all climates on the islands while still getting the opportunity to photograph weddings and other special events. She earns about \$40,000 per year.

Scenario 20

Your client is a photographer. HE (age 22) lives in Hawaii and has the opportunity to photograph landscapes in all climates on the islands while still getting the opportunity to photograph weddings and other special events. He earns about \$40,000 per year.

Scenario 21

Your client is a web designer in Arizona. SHE (age 30) spends the majority of her time working from her home office in Wisconsin designing websites for major corporations, but still attends meetings around the nation to meet with clients. She earns about \$60,000 per year.

Scenario 22

Your client is a web designer in Arizona. HE (age 30) spends the majority of his time working from his home office in Wisconsin designing websites for major corporations, but still attends meetings around the nation to meet with clients. He earns about \$60,000 per year.

Scenario 23

Your client is a personal trainer. SHE (age 25) works for a well-known gym helping people get/stay fit, teaching appropriate workout regimens along with nutritional lifestyles. She lives in sunny California and loves to be outdoors. She earns about \$30,000 per year.

Scenario 24

Your client is a personal trainer. HE (age 25) works for a well-known gym helping people get/stay fit, teaching appropriate workout regimens along with nutritional lifestyles. He lives in sunny California and loves to be outdoors. He earns about \$30,000 per year.

Scenario 25

Your client is a sales representative for a major corporation. SHE (age 40) lives in Colorado. She enjoys skiing and white water rafting. She earns about \$70,000 per year.

Event 9 The Business of Fashion

Name of participant _____

Chapter _____

____ Senior ____ Occupational

Portfolio				points
Project Identification Page	0 Page is missing	1 One 8 ½ X 11 inch page with required information		
Table of Contents	0 Page is missing	1 One 8 ½ X 11 inch page with required information		
FCCLA Planning Process	0-1 The Planning Process was not used	2 The Planning Process was used	3 Each step of the Planning Process was used to plan	
Divider pages	0 Page is missing	1 Pages are included		
Research the Scenario	0-2 Provided little evidence of research about the scenario.	3-4 Provided some research of the scenario.	5 Provided complete details of the Scenarios and research about the Scenario to develop the client's profile.	
Client questionnaire	0-2 Provided no questionnaire or was not accurate for assessing needs.	3-4 Provided a limited questionnaire tool.	5 Developed a client questionnaire that was complete and would be a valuable tool to use.	
Description of the client's needs	0-3 Description was limited or missing.	4-7 Developed a description which was lacking some information.	8-10 Developed a detailed description of the client's needs including the Body type, Life-style, Personal preferences, Career field, Budget needed and climate and geographic impact	
Budget	0-5 Budget was limited in information	6-9 Budget provided some details and information.	10-15 Budget was well developed, accurate and appropriate for the scenario.	
The Wardrobe Selections	0-5 Wardrobe selection was not appropriate for the client.	6-9 Wardrobe selections were not well chosen or explained.	10-15 Wardrobe, plans and options were well explained with vital details.	
Oral Presentation				
Organization/Delivery	0-1 presentation done with missing elements	2-3 Presentation included elements of the portfolio	4-5 Presentation was complete and met the needs of the scenario and client.	
Knowledge of subject matter	0-3 Some knowledge was evident.	4-7 Adequate knowledge but missing some concepts	8-10 Knowledge indicated a complete understanding of the client's needs, fashion and consumer skills needed for the project.	
Use of portfolio	0-3 Portfolio is used minimally or ineffectively	4-7 Portfolio is incorporated throughout	8-10 Presentation moves seamlessly through the portfolio as an effective tool	
Voice/ pitch, temp, volume	0 Voice qualities are not used effectively		2 Voice quality is appropriate for presentation, pleasing.	
Grammar	0-1 Extensive (more than 5 mistakes)		2 Few if no grammatical mistakes	
Body language/ Appearance	0-1 Body language shows nervousness	2 Minimal amount of nervousness/ clothing is appropriate	3 Body language and clothing enhance the presentation.	
Punctuality	0-1 Participant arrives late, not ready within time		2 Participant arrives on time	
Response to Evaluators Questions	0-3 Did not answer questions to unable to answer questions	4-7 Responded to questions without ease or accuracy	8-10 Responses to questions were appropriate and given without hesitation.	
			Total points 100 possible	

Evaluator's score: _____

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
---	---