



## FASHION APPAREL DISPLAY New Mexico – State Event

Fashion Apparel Display, an individual or team event, recognizes participants who use family and consumer sciences and/or related occupations skills to plan and develop a visual display for apparel in a creative and aesthetic manner.

### Eligibility

1. Participation is open to any state/national affiliated FCCLA chapter member.
2. Each district may submit the three top entries in each category as identified at the district/regional competition.

### Categories

Junior - through grade 9

Senior - grades 10-12

Occupational - grades 10-12

### Rules

1. The Fashion Apparel Display project must be developed and completed during the school year of the State Leadership Meeting.
2. The presentation and project materials submitted must be planned, conducted, and evaluated by the participants only.

### Project

1. In organizing a Fashion Apparel Display participants will:
  - Use the FCCLA planning process;
  - Develop and document a store profile to include type of store, customer/clientele, price range, quantity/quality, products sold
  - Provide display description and information kind of display, i.e., window, end of aisle, top of rack, purpose of display, season of year
2. In planning and carrying out the individual or team project, participants will:
  - Strengthen skills needed to design a visual display;
  - Present fashion items in a creative and aesthetic manner;
  - Apply communication techniques to sell their product.
3. The Fashion Apparel Display will:
  - have one 8½ x 11" project identification page which has the following information attached to the back of the display:
    - participant(s) name
    - school name
    - type of store
    - theme idea
    - explanation of why theme is appropriate for the store type and customers
  - be free standing, not exceeding a space 48" deep by 60" wide by 72" high or table-top, not exceeding a space 30" deep by 48" wide by 48" high, including audiovisual equipment. Information or props outside the display dimensions will be considered part of the display and subject to penalty (e.g., tablecloths, storing items below table, etc.)

## Presentation

1. Participants will have 30 minutes to set up their display at the time and space specified by the lead consultant. Only designated participants may set up the exhibit. Others are not allowed in the area during set-up time. Participants who do not set up during the designated time will be disqualified.
2. The presentation of the Fashion Apparel Display will consist of:
  - 5-10 minute oral presentation, including store profile & display description.
  - a display to support the oral presentation
  - responses to evaluators questions
3. Each participant will submit to the event lead consultant during STAR Events registration:
  - a file folder containing 3 typed copies of a written store profile and design information including:
    - a cover page with the participant(s) name(s) and type of store
    - a written display summary not to exceed 2 pages, including:
      - store profile
      - type
      - customers
      - price range
      - quantity/quality
      - products sold
      - season
      - design information
      - kind of display, i.e., window, end of aisle, top of rack
      - the planning process
4. At the designated time, participants will give a 5-10 minute oral presentation of the Fashion Apparel Display to the evaluators. A 1-minute warning will be given at 9 minutes. Participants will be stopped at 10 minutes. Oral presentations may not be pre-recorded.
5. Following the presentation, evaluators will question participants about their display for 5-10 minutes concerning the following:
  - design issues and decisions
  - merchandise and display related information and decisions
  - customer and store issues
  - accessory and prop selection
  - family and consumer sciences designer skills used in display preparation
  - participants vision of how the display will be used within the store
  - written store profile and designer information
6. Evaluators will score and write comments on each entry and then spend a few minutes reviewing the strengths and areas for improvement of the presentation with the participants.
7. The total time required for participation in this event is 60 minutes - 30 minutes for set up, and 30 minutes for presentation and meeting with evaluators.

## General Information

1. Participants must bring all needed supplies/equipment. Requests for a table and electrical outlet must be indicated on the entry form. Wall space will not be available.
2. Spectators are not allowed to view the presentation portion of this event.
3. Should time allow, public viewing will be allowed following the completion of all the judging. Participants will remain with the project to answer questions from the public. **Failure to attend or remain with the display during the public viewing time will result in a 10 point deduction from the total score.**
4. Participants assume responsibility for the safety of the display and its contents.

## **Problems**

- 2012 Design and prepare a seasonal display.
- 2013 Design and prepare a display of children's wear sizes pre-school through kindergarten.
- 2014 Design and prepare a display of beach wear for boys or girls. May include swim suits, wraps, beach towels, footwear, headgear.
- 2015 Design and prepare a display of back to school wear.
- 2016 Design and prepare a display of athletic wear (no uniforms or apparel connected with sporting events specific to your school).