

Windows of Fashion, a State Event that is conducted at the NJ FCCLA State Leadership Conference, is an individual or *team event*, in which participants will research concepts related to fashion merchandising. Participants must prepare a **display** and an **oral presentation**.

NEW JERSEY CORE CURRICULUM STANDARDS

- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.
- SL.11-12.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
- 9.2.12.C.3 Identify transferable career skills and design alternate career plans
- 9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.
- 9.2.8.B.3 Evaluate communication, collaboration, and leadership skills that can be developed through school, home, work, and extracurricular activities for use in a career.
- 9.3.12.AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.
- 9.3.12.AR-VIS.3 Analyze and create two and three- dimensional visual art forms using various media.

CAREER READY PRACTICES

- ✓ Apply appropriate academic and technical skills
- ✓ Communicate clearly and effectively with reason
- ✓ Consider the environmental, social and economic impacts of a decision.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in teams while using cultural global competencies.

NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES

- 16.2.4 Analyze characteristics of textile components in the design, construction, care, use, maintenance, and disposal or recycling of products.
- 16.3.2 Apply basic and complex color schemes and color theory to develop and enhance visual effects.
- 16.3.3 Utilize elements and principles of design in designing, constructing, and/or altering textiles, fashion, and apparel.
- 16.4.4 Analyze current technology, trends, and innovations that facilitate design and production of textile, apparel, fashion and apparel.
- 16.5.5 Analyze the external factors that influence merchandising.
- 16.5.6 Apply research methods, including forecasting techniques, for marketing textiles, fashion and apparel.
- 16.7.6 Demonstrate knowledge of the impact of the external factors upon the textile, apparel, and fashion industries.

EVENT CATEGORIES

Junior: Participants in grades 6 – 9

Senior: Participants in a comprehensive program in grades 10 – 12

Occupational: Participants in an occupational program in grades 10 – 12

ELIGIBILITY

1. Each chapter may submit one (1) entry for every twelve (12) affiliated members with a maximum of two (2) entries in each event category.
2. An entry is defined as one (1) participant or one (1) team comprised of a maximum of three (3) members.

3. An event category is determined by a member's grade in school and affiliation status.
4. Participation is open to any affiliated FCCLA member.

PROCEDURES & REGULATIONS

1. The Windows of Fashion event addresses fashion merchandizing as it relates to buying, forecasting, pricing, marketing, styling, displaying, and selling certain types of garments and accessories.
2. For the 2019 State Leadership Conference, participant(s) will examine the rebirth of a fashion style from the past. Describe each stage of its original fashion cycle. How and by whom was this style first introduced? How was it promoted in each stage of the fashion cycle? When did it reach its peak? Display a drawing of the merchandise's acceptance curve, showing how you think its fashion cycle has looked. Compare this to the reinvented style and where is this right now in the fashion cycle.
3. Participant(s) should research the "original" garment/style and its designer and the more current revived style.
 - A. Compare and contrast representative garments.
 - B. Identify stores that carry the style and at what price point.
 - C. Identify the 2019 Fall trends and explain how this rebirth of a fashion style reflects the forecasted trends. Trends may include, but are not limited to:
 1. Colors
 2. Silhouettes
 3. Textile designs
 4. Fiber content
 5. Textures
 6. Trims
 7. Accessories
4. Participant(s) will research the history of the fashion garment/style at its rebirth.
 - A. Diagram the fashion cycle for the item
 - B. Describe whether the item is considered to be fashion or fad
5. Participant(s) should gather research using reliable information from respected fashion forecasting companies. Participant(s) should look to Color Association of the US and Pantone Inc. for color forecasting information and Women's Wear Daily, The Daily News Record, Doneger Group, etc. for reliable information about fashion trends.
6. Participant(s) will sketch how they will use the power of visual merchandising to attract, engage, and market the revival of the garment/style.
7. The display must not exceed **36" deep by 48" wide by 48" high**. The display must be tabletop. No electrical outlets will be available. Battery operated audio-visual equipment may be used.
8. The display may include visuals such as posters, photographs, models, charts, etc.
9. A type-written three (3)-by-five (5) inch card must be attached to the upper left side of the front of the display. The card must contain the following information:
 - A. Participant(s) Names
 - B. School Name
 - C. Chapter Name
 - D. Event Name (Windows of Fashion)
 - E. Event Category
10. On the back of the display, attach a Works Cited/Bibliography. Works Cited/Bibliography must be one (1) 8½ x 11" page, on plain paper, with no graphics or decorations.
11. Each participant/team must explain the project in a three (3) to five (5) minute oral presentation.
12. This project must be the work of the participants(s) only.

13. Participant(s) must set up the display during the designated time period at the beginning of the State Leadership Conference. See the conference program for the exact time and location.
14. The display must be removed at the time designated in the State Leadership Conference program.
15. See GENERAL INFORMATION AND RULES for the Competitive Event guidelines.

WINDOWS OF FASHION EVENT SPECIFICATIONS

Display

Each display may include posters, photographs, models, charts, etc. The display must not exceed 36” deep by 48” wide by 48” high, including *audiovisual equipment*. The display must be tabletop.

Research	Select a garment/style that has experience a rebirth. Describe each stage of its original fashion cycle. How and by whom was this style first introduced? How was it promoted in each stage of the fashion cycle? When did it reach its peak? Display a drawing of the merchandise’s acceptance curve, showing how you think its fashion cycle has looked.
Representative Garments	Compare and contrast a representative garment that has experienced a revival. Identify stores that carry each line and at what price point.
2019 Fall Trends	Identify the 2019 Fall trends and explain how the garment/style is reflected in the forecasted trends.
Fashion Cycle	Diagram the fashion cycle for the original garment/style. Describe whether the item is considered to be fashion or fad. Currently, where is the revived garment on the fashion cycle?
Sketch	Sketch a display that will feature the rebirth of the garment/style.
Identification Card	3” x 5” card with required information in the top left corner of the display.
Works Cited/Bibliography	One 8½” x 11” page on the <u>back</u> of the display. List all references.
Effectively Illustrate Content	The visuals appropriately and effectively support, illustrate and/or compliment content of presentation.
Quality of Display	Presentation display must be visible to the audience, neat, legible, professional, creative, and use correct grammar and spelling.

Oral Presentation

The oral presentation may be three (3) to five (5) minutes long and is delivered to evaluators. The presentation should summarize the project and *display*.

Organization/Delivery	Deliver oral presentation in an organized, sequential manner. Summarize project activities and accomplishments.
Delivery of Research	Show evidence of knowledge by using data to support and describe the project. Research should use reliable information from respected fashion forecasting companies. Oral presentation should concisely and thoroughly summarize research.
Voice	Speak clearly with appropriate pitch, tempo, and volume.
Body Language / Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of <i>display</i> and notes or note cards if used. Wear appropriate clothing for the nature of the presentation.
Grammar / Word Usage / Pronunciation	Use proper grammar, word usage, and pronunciation.
Responses to Evaluators’ Questions	Provide clear and concise answers to evaluators’ questions regarding project. Adjust communication to the evaluator’s questions. All <i>team</i> members involved in responding to questions. Questions are asked after the presentation.

Windows of Fashion Rating Sheet

Name(s) of Participant(s) _____ School _____

Category: _____ Junior _____ Senior _____ Occupational

INSTRUCTIONS:

1. Before student presentation, evaluators must check the participants' display using the criteria and standards in the guidelines. If there is a discrepancy over or under the required number of items, please complete the Point Deduction sheet as necessary.
2. Write the appropriate rating in the "Score" column. Points given may range between 0 and the maximum number indicated. Total the points and enter under "TOTAL SCORE". Make comments to help participants identify their strengths and areas for improvement. Use the back of the sheet if necessary.

Evaluation Criteria	Very					Score	Comments	
	Poor	Fair	Good	Good	Excellent			
DISPLAY								
Fashion Research	0-2	3-4	5-6	7-8	9-10			
Representative Garments	0-2	3-4	5-6	7-8	9-10			
2018 Fall Trends	0-2	3-4	5-6	7-8	9-10			
Fashion Cycle	0-2	3-4	5-6	7-8	9-10			
Sketch	0-1	2-3	4	5-6	7-8			
Works Cited/Bibliography	0	1	2	3	4			
Effectively Illustrate Content	0-2	3-4	5-6	7-8	9-10			
Quality of Display	0-1	2-3	4	5-6	7-8			
ORAL PRESENTATION								
Organization/Delivery	0-2	3-4	5-6	7-8	9-10			
Delivery of Research	0-2	3-4	5-6	7-8	9-10			
Voice, Body Language, Clothing Choice, Grammar and Pronunciation	0-1	2	3	4	5			
Responses of Evaluators' Questions	0-1	2	3	4	5			

Total Score _____

Verification of Total Score (please initial)

Evaluator _____
Room Consultant _____
Lead Consultant _____

Circle Rating Achieved:

Gold: 90-100

Silver: 79-89

Bronze: 70-78