

Fashion Consumer Strategies Contest

- Description:** The Fashion Consumer Strategies contest is designed as a fun, learning experience for 4-H members enrolled in a clothing or consumer decision making project to demonstrate consumer skills in the area of clothing and textiles. Participants will select an outfit, model the outfit for a set of judges, and share decisions made in the selection of the outfit.
- Participants will consider three outfits and demonstrate decision making skills in selecting the most suitable of the three.
- Entries:** May enter as individuals only.
- State Awards:** First place individual will receive the choice of \$50 towards future county/ state event, State 4-H Contests Jacket, or registration for “State Contests Winners” Retreat.
- Sponsor:** TBA
- National Award:** Determined at the National Level
(more information can be found at www.westernnationalroundup.org)

Main objectives of the contest are to:

- Build self-confidence by putting together an outfit that enhances body type, expresses personality, and is appropriate for the activity for which the outfit is purchased.
- Demonstrate skills in determining financial considerations of clothing purchases.
- Demonstrate skills in selection of outfit and accessories, including knowledge of clothing maintenance and care.
- Demonstrate skills in presentation of outfit (posture, grooming, ability to interact with judges).
- Demonstrate decision making skills in selection of appropriate outfits and accessories that reflect the participant’s style, and ability to explain rationale for decisions made.

General Information:

- Open to all 4-H members enrolled in a clothing or consumer decision making project. Participation in this contest does not prohibit a contestant from entering the Fashion Revue construction contest.
- Clothing items may be purchased, altered, or part of an existing wardrobe. The purpose is

to demonstrate knowledge of putting together a total outfit, including accessories. Items may be purchased anywhere; i.e., department store, thrift store, consignment store, discount or outlet store, catalog, internet, etc.

- Participants may enter no more than one outfit to be judged. Each entry will be accompanied by the Consumer Comparison Worksheet and Questions. (Please bring these with you to the contest - do not mail ahead of time.)
- Participants will model/present their outfit and then be seated for a 5 minute interview by a set of judges.
- Participants, with the exception of the top scoring individual, will not be participating in the State Contest Fashion Show.

Entries will be judged on the following components:

Completion of Consumer Comparison Worksheet

Interview with Judges

Presentation to Judges

CONSUMER COMPARISON WORKSHEET

Name: _____ County: _____

Type of Outfit: _____

Use this worksheet to compare three outfits, and to illustrate what was involved in your decision making process.

Criteria	Outfit 1	Outfit 2	Outfit 3
Description of garment			
Purchase location (department store, discount/ outlet, thrift, catalog, internet, etc.)			
Fabric and/or fiber content			
Care instructions			
Cost			
Construction Quality (buttonholes, zipper, seams, fabric, embellishments)			
Fit			
Other considerations			
Indicate Your Selection			

What made you select this outfit?

What type of activity or event do you plan to wear this outfit?

What makes the outfit a good choice for this activity/event?

What type of care does the outfit require?

Will the cost of care significantly increase the cost of the outfit? If so, how might you have avoided this?

Will this outfit coordinate with other items in your wardrobe? If so, explain how you might use it with other items.

Did you alter the outfit at all? If yes, explain what you did and why you chose to do so.

If you altered the outfit, explain if how the amount of time spent in making alterations was worth the additional cost/effort.

What was one thing you learned from purchasing this ready to wear outfit?

Suggested Questions for Judges

Outfit Suitable for Intended Purpose

1. Tell us why you selected this outfit.
2. What considerations did you have when making the selection (material, care, design, cost, fit, color, activity/event). Explain why these things were important to you.
3. How does the outfit fit your clothing needs?

Consumer Decisions

4. As you selected the outfit, what did you learn about price and quality?
5. How often do you plan to wear the outfit?
6. How reasonable was the cost of the outfit in terms of your spending plan for clothing?
7. Tell us about the other two outfits you compared.

Suitability of the Outfit for the Individual

8. What does this outfit say about you?
9. Tell us about any challenges you may have experienced in selecting the outfit, and how you dealt with them.
10. Did you alter the outfit in any way? Tell us what you did and why. How did this affect the cost?
11. Do you like the outfit as it is, or would you like to make some changes? Tell us what you would like to change if so.
12. What do you like best about this outfit?



FASHION CONSUMER STRATEGIES SCORE SHEET



Name: _____ County: _____ Jr. Int. Sr.

Brief Description of Outfit: _____

ITEMS TO BE SCORED	POSSIBLE POINTS	FAIR	GOOD	EXCELLENT	POINTS EARNED
Outfit Suitable for Intended Purpose Contestant can discuss the intended purpose of the outfit, including choice of fabric, design and quality of construction	10				
Care Contestant can discuss required care of garments making up the outfit, and decisions made regarding care and cost	10				
Consumer Decisions Contestant can discuss decision in terms of: Personal needs Quality of items Anticipated use Overall cost considerations based on above Items included in consumer comparison worksheet	30				
Suitability of the Outfit for the Individual Contestant can discuss suitability of: Style, color, fabric Fit Accessories Age appropriate	30				
The Individual – Modeling/Presentation Skills Displays confidence Exhibits good grooming Exhibits creativity and style in accessorizing or adapting the garment	20				
Total Score	100				

Ribbon Awarded (circle one):

Blue Red White No Award

<p>Judges Comments:</p>
