

## ***Fashion Apparel Display***

Fashion Apparel display is an *individual or team (2 people) event*, which recognizes participants who demonstrate skill in planning a visual display for apparel given space requirements; and for their ability to present fashion items for sale in a creative and aesthetic manner.

### **EVENT CATEGORIES**

**Event # 25: Junior: grades 6-9**

**Event # 26: Senior: grades 10 – 12**

**Event # 27: Occupational: grades 10 – 12**

See page 3 of the Event Instructions & Policies document for more information on event categories.

### **ELIGIBILITY**

Participation is open to any state/nationally affiliated FCCLA chapter member.

The Fashion Apparel Display project must have been evaluated at the Section/District level prior to March 1 to be eligible for the State Competition.

### **PROCEDURES & TIME REQUIREMENTS**

The participant(s) will have 30 minutes in which to set up the display at a designated time and place.

The participant(s) will be assigned a specific space for their display.

Event numbers 25, 26 and 27 will be judged independently. Evaluators will use the rubric to score and write comments for each participant(s).

Students will be required to sign in and bring supplies to the specified competition room at 7:30 a.m. The participant(s) must bring all supplies (tapes, pins, forms, props, etc.) to be used in setting up the display.

Set-up and the evaluation of set-up will take place from 8:00 – 8:30 a.m. A five and one-minute warning will be given by the Event Coordinator. All work will stop at the end of 30 minutes.

This event will be **closed** to the public. Only designated participant(s) may set up the display. No one except evaluators, participants and the Event Coordinator will be allowed in the room until all judging is finished. *Once the judging is complete, (if time allows) the room will be open for the public to view the displays.*

Music is allowed on the displays, but no electricity will be provided. Music should be kept at a sound level that is not distracting to surrounding displays.

Evaluators will score the entries and then briefly review general strengths and suggestions for improvements in a group feedback session with all participants.

***The total time required for this event is approximately 60 minutes.***

## *Fashion Apparel Display*

### GENERAL INFORMATION

#### 3-Dimensional Display Requirements

The display area must not exceed 30" deep by 60" long x 48" high.

The display **must be designed to be a table top display.**

Individuals must provide all merchandise and props to complete the display.

The display may not exceed the size requirements.

The display must be *free standing*. **Wall space will not be available for propping items.**

**A deduction of up to -2 points** will be made for displays exceeding size requirements.

Merchandise to complete the problem listed below. It is not required that the merchandise be newly purchased for the event.

Accessories and props to enhance the sale items may be used.

**A backdrop for the display is optional (not required). If a back drop is used, it may be covered in fabric, paper, etc. in advance. Mannequins can be dressed beforehand.**

**Optional items** to be used as desired:

Theme lettering/slogans (these may **NOT be** applied in advance).  
Special decorative effects such as

IPODS for music (no electricity will be provided).

**Prohibited items** which may not be used:

Electrical props or backgrounds  
(electricity will not be provided)

No water or sand

No items which would leave a mess in the display area or cause damage to merchandise

#### **Designer Information & Store Profile**

On a **4 x 6 inch card**, type the following information. This card must be visible in the lower left hand corner of the display:

Student's name(s)

School name

Year in school

Type of store

Theme idea

Explanation of why theme is appropriate for the store type and customers

#### **Oral Presentation**

During the set-up/preparation time and upon completion of the fashion display, the evaluators will question the participant(s) about the display and store profile (5-10 minutes in length).

The following areas may be addressed:

Design issues and decisions  
(i.e.: principles and elements of design)

Merchandise and display related information and decisions

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## **GENERAL INFORMATION**

### ***Oral Presentation***

During the set-up/preparation time and upon completion of the fashion display, the evaluators will question the participant(s) about the display and store profile (5-10 minutes in length). The following areas may be addressed: Customer and store issues

Accessory and prop selection (types and purpose)

Merchandising skills used in display preparation

The participant(s) vision of how the display will be used within the store

The participant(s) response should include and expand on information provided in the store profile and reference to the display.

*Note cards may be used for the oral presentation.*

### ***Problems for the Event***

***2020 – Design and prepare a display for a professional career***

***2021 – Design and prepare a display of color (pantone colors of the year)***

***2022 – Design and prepare a display for a music concert, music festival or music genre***

***2023 – Design and prepare a display for the seasons – Fall, Winter, Spring, Summer***