

Professional Career Image

Professional Career Image, an individual event, recognizes participants who select and present a total fashion work wardrobe. Participants are also recognized for their ability to prepare a portfolio of one work week's worth of clothing for a specific occupation.

EVENT CATEGORIES

Event # 20 Senior: grades 9 – 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 Professional Career Image 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 will submit the fashion portfolio at a designated time and place.

The participant will be assigned a time for the presentation of the coordinated outfit.

The participant must register with the room consultant 30 minutes in advance of the assigned time.

Evaluators will use the rubric to score and write comments for each participant.

This event will be **closed** to the public. Only designated participants, evaluators and the Event Coordinator will be allowed in the room.

The participant will select **one** of the five outfits in the one week work wardrobe to model for the evaluators. ***All garments and accessories for the selected outfit as illustrated in the portfolio must be modeled.***

Participants will be judged on presentation (body carriage & posture – standing & sitting) and content.

Participants will give a **3 - 5 minute presentation** to the evaluators. Following the presentation, the evaluators will question the participant for approximately **5 minutes** about the total wardrobe and accessories. Evaluators will be given 5 minutes to ask questions of the participant on:

- * Design elements in wardrobe selection: color, line, etc.
- * Use of accessories
- * Interrelationship of five outfits in total wardrobe
- * Budgetary issues
- * How selections relate to the defined occupation
- * Garment care

The total time required for this event is approximately 20 minutes.

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GENERAL INFORMATION

The participant will prepare a ***fashion portfolio*** for an individual in an occupation listed as the problem for the current year. The fashion portfolio is to meet the following specifications:

- * Typewritten copy; each outfit begins a separate page
- * Must be contained in a 1” red or white binder
- * Title page
- * Table of contents
- * Numbered pages of outfits & accessories

Fashion Portfolio Requirements

Fashion Coordinator/Participant Information/Title Page

- ~ Student name
- ~ School
- ~ Age
- ~ Year in School
- ~ Problem (occupation for which the wardrobe is selected)

Pictures (magazines, sketches, photos) of each of the **five outfits** (a one week business wardrobe). Must be in the *same season* coordinated for the participant. Clothing selected should have flattering lines with appropriate accessories included with each outfit.

Itemized Budget A complete ***budget for the total wardrobe*** (five outfits and all accessories) should be included. The ***total budget*** is not to exceed the amount designated for the given problem. For each outfit the following information must be provided:

Garment/Supplies/Accessories

Company/Supplier

Cost

Accessories can include but are not limited to:

Purse/briefcase

Scarves/ties

Jewelry: necklaces, bracelets, rings, earrings, pins, etc.

Footwear

Others as needed: you specify

Presentation of One Coordinated Outfit

Participant will select ***one*** of the five outfits in the one week work wardrobe to model for the evaluators. ***All garments and accessories for the selected outfit as illustrated in the portfolio must be modeled.*** The participant will present the garment to the evaluators using the following guidelines:

- * Students will be given a space of 12-15 feet in length in which to visually display the garment's fit using basic modeling turns: ½ and ¼ pivots (No speaking will be allowed at this time).

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GENERAL INFORMATION

Presentation of One Coordinated Outfit

The participant will present the garment to the evaluators using the following guidelines:

- * The student will sit in a chair across from the evaluators to give a 3-5 minute summary of the wardrobe selection that was modeled. This should include:
 - Design elements of the garments
 - Selection of color
 - Care of the garment(s)
 - How this garment is appropriate for the assigned occupation

Note cards may be used. Following the student's presentation, evaluators will question the participant.

Problems for the Event

2020 – Sale Associate in a Juniors Department in an Upscale Department Store: Budget \$ 900

Dress Code Policy:

The company encourages the sales associates to purchase and wear the company products. Clothing should be selected to fit the store's image and must cover and flatter the body appropriately and allow the sales associate to do both sales work and distribution of the merchandise. This job requires moving of large boxes and clothing racks from the back room to hanging garments up on top shelves of the store. There is a high amount of bending and reaching. No concert or casual t-shirts with questionable messages or obscene

Problems for the Event

2021 – Administrative Assistant for an Elementary School: Budget \$ 800

Dress Code Policy:

For women: dresses, skirts and dress slacks are highly recommended. For men: dress slacks, dress shirts, polos and sweaters are appropriate. Jeans and shorts are not permitted. A business-like appearance must be maintained at all times though clothing may vary from casual to more professional. Leggings are only permitted with a tunic length top or underneath dresses. Accessories should be on the conservative side.

2022 – Apprentice or intern attending a Professional Conference: Budget \$ 900

Dress Code Policy:

For women: dresses, skirts and blouses, or dress pants that fit well are appropriate at meeting functions. Hosiery or socks are required with all foot covering. For men: formal two or three piece suit with a dress shirt and tie is required at one meeting function. Company casual dress pants that fit well are appropriate at the other meeting functions. Socks are required with all shoes/boots. For men and women: Jeans are not allowed. A business-like appearance must be maintained at all times though clothing may vary from casual to more conservative. Leggings are only permitted with a tunic length top or underneath dresses. You are representing a business. Jewelry should be appropriate for the outfit and the function which you are attending.

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Problems for the Event

*2023 – Event Planner for a Four Star
Hotel: Budget \$ 900*

Dress Code Policy:

For women: dresses, skirts and blouses or dress pants that fit well are appropriate. Socks are required with all foot covering. For men: dress pants that fit well are appropriate with a long sleeve dress shirt and tie. Two piece suits with dress shirts and ties are recommended. A necktie must be worn at all times.