



## FASHION MERCHANDISING New Mexico – State Event

**Fashion Merchandising**, an individual or team event, recognizes participants who create a visual display for apparel in a creative and aesthetic manner.

### Eligibility

1. Participation is open to any state and nationally affiliated FCCLA chapter member.
2. An event category is determined by the participants' grades in school prior to the State Leadership Meeting.
3. Each district may submit the three top entries per category level as determined at the district/regional competition.

### Categories

- Level 1 – Members through grade 8
- Level 2 – Members in grades 9 and 10
- Level 3 – Members in grades 11 and 12

### Rules

1. No electricity will be provided. Participants utilizing an electronic portfolio must have fully charged devices.
2. Participants are required to attend an orientation prior to the contest.
3. Participants must bring all needed supplies/equipment. Requests for a table must be indicated on the entry form. Wall space will **not** be available.
4. The Fashion Showcase project must be developed and completed during the school year of the State Leadership Conference.
5. The presentation and project materials submitted must be planned and conducted by the participant(s) only.
6. Participant(s) will be evaluated on the following criteria for the Fashion Showcase event:
  - Presentation of clothing display skills in a visual display;
  - Use of creative and aesthetic skills;
  - Paperwork that summarizes design decisions and the type of store the display is suitable for;
  - Oral presentation of the project and display;
  - Responses to evaluator's questions.
7. Spectators are not allowed to view the oral presentation portion or judges' portion of this event.
8. If time allows, the event will be opened for public viewing following the completion of the judging. Participants should remain with their project to answer questions from the public, if possible.
9. Participants assume responsibility for the safety of the display and its contents. This includes being responsible for picking up their displays and additional materials at the designated time.

## Display

1. The Fashion Merchandising Display will:
  - Be a free-standing display, not to exceed a space 48" deep by 60" wide by 72" high **OR**
  - a tabletop display not to exceed 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 the table, etc.)
  - Display a minimum of 5 clothing items, plus accessories and props as desired to enhance the display and support the theme. (These do NOT have to be new items, as the emphasis is on DISPLAYING the clothing in an attractive manner, but all items should be clean and in good condition to represent new clothing).
  - Include a backdrop to display the clothing against. (Curtain, poster board, drape, etc.)
  - The participant(s) must bring all supplies (tapes, pins, forms, props, etc.) to be used in setting up the display. Wall space will **not** be provided.
2. 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. To save time, the lead consultant may designate a group set-up time at the beginning of the competition, and then do the individual presentations at a later time.

## Required Documents

During STAR Events registration/check-in, each participant/team will submit to the event lead consultant 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 the current year's design assignment/category
- store profile/type and design information (1-2 pages)
  - ✓ kind of display, i.e., window, end of the aisle, top of rack
  - ✓ theme of display, and explanation of why the theme is appropriate for the store type and its customers
  - ✓ color scheme of display

## Oral Presentation and Questions

1. At the designated time, participants will have 10 minutes to give their oral presentation of the Fashion Showcase 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.
2. Following the presentation, evaluators will have 5 minutes to question participants about their display.
3. Evaluators will score and write comments on each entry and then may spend a few minutes reviewing the strengths and areas for improvement of the presentation with the participants.
4. The total time required for participation in this event is 60 minutes (30 minutes for set up, 10 minutes for evaluators to preview the display, 10 minutes for presentation, 5 minutes for evaluators' questions, and 5 minutes for evaluators to score the rubric.)

## **SCENARIOS:**

2023 Children's wear: Design and prepare a children's boutique.

2024 Professional Wear: A specialty boutique focused on office wear