

# FASHION STYLIST

**Fashion Stylist**, an individual state competitive event, recognizes participants for demonstrating their knowledge of fashion merchandising by selecting two coordinating outfits for a customer/model that fits with the budget of the specific situation. Participants must prepare a oral presentation to explain the selection of the outfits.

## CAREER CLUSTER/ PATHWAY

- ◆ Career, Community and Family Connections
- ◆ Textiles, Fashion and Apparel

## EVENT CATEGORIES

**Junior:** through grade 9

**Senior:** grades 10—12

**Occupational:** grades 10 – 12

## EVENT PROCEDURE & TIME REQUIREMENTS

1. Participants will attend a required Orientation Meeting at a time and place designated prior to the event and select the gender of their model.
2. Participants will be given a maximum of 30 minutes at selected location to review scenario, select the two outfits and accessories for their customer/model, and complete the budget worksheet. Participants should bring a writing utensil and calculator.
3. At the designated time, participant will have 5 minutes to assist model in dressing in the selected outfits.
4. Participants will deliver an oral presentation of up to 5 minutes in length on selected outfit. A 1-minute warning will be give at 4 minutes. Participants will be asked to stop at 5 minutes.
5. Evaluators will have up to 5 minutes to ask questions, score, and write comments for each participant.

## GENERAL INFORMATION

| Individual or Team Event | Prepare Ahead of Time | Outfit Selection Time | Event Setup Time | Maximum Oral Presentation Time | Evaluation Interview Time | Equipment Provide  | Total Time |
|--------------------------|-----------------------|-----------------------|------------------|--------------------------------|---------------------------|--------------------|------------|
| Individual               | None                  | 30 minutes            | 5 minutes        | 5 minutes                      | 5 minutes                 | Scenario, clothing | 45 minutes |

## PRESENTATION ELEMENTS ALLOWED

| Audio | Costumes/Uniforms | Easel(s) | File Folder | Flip Chart(s) | Portfolio | Props/Pointers | Skits | Visual Equipment | Visuals |
|-------|-------------------|----------|-------------|---------------|-----------|----------------|-------|------------------|---------|
|       |                   |          |             |               |           |                |       |                  |         |

## RULES

1. The event will consist of a simulated situation and the response to an oral question(s). The presentation should be a minimum of four minutes and cover: assisting customer; merchandise selection, including garment coordination, appropriate for coloring, fiber content, etc.
2. The participant should be appropriately attired for the position of a fashion stylist.
3. No note cards will be allowed during the event.

**PERSONAL APPEARANCE**

Participants will wear clothing that meets conference dress code and is appropriate for the fashion and design industry.

|                            |  |
|----------------------------|--|
| <b>Personal Appearance</b> | Dressed professionally as a fashion stylist including hair and accessories that enhance presentation and profession. |
|----------------------------|--|

**MERCHANDISE SELECTION**

Participants will have 30 minutes at selected location to review scenario, select the two outfits and accessories for their customer/model, and complete the budget worksheet. Participants should bring a writing utensil and calculator.

|                           |  |
|---------------------------|--|
| <b>Appropriate Outfit</b> | Selected outfits are appropriate for the scenario and on trend for the age of the client.                |
| <b>Accessories</b>        | Selected accessories coordinate with and enhance the outfit.   |
| <b>Model Appropriate</b>  | Selected outfits fit the model's body type and enhance the look of the model's hair color and skin tone. |
| <b>Wearability</b>        | Selected outfits are selected based on wearability categories of care, wash, and fiber content.          |

**COORDINATION OF OUTFITS**

Participants will have 5 minutes to assist model in dressing in the selected outfits.

|                           |  |
|---------------------------|--|
| <b>Outfits Coordinate</b> | Each of the selected items of the two outfits coordinate within each outfit and are interchangeable between the two outfits. |
| <b>Budgets</b>            | Outfits must fit within the given budgets, including sales tax.  |

**ORAL PRESENTATION**

The oral presentation may be up to 5 minutes in length and is delivered to the evaluators. Evaluators will ask questions following the presentation.

|   |  |
|---|--|
| <b>Organization/ Delivery</b>             | Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize outfits.                      |
| <b>Content Knowledge</b>                  | Show evidence of textiles, fashion and apparel knowledge and skills.   |
| <b>Voice</b>                              | Speak with appropriate force, pitch, and articulation.   |
| <b>Body Language/ Clothing Choice</b>     | Use appropriate body language including gestures, posture, and mannerisms. Wear clothing that meets the conference dress code. |
| <b>Grammar/ Word Usage/ Pronunciation</b> | Use proper grammar, word usage, and pronunciation.   |
| <b>Response to Questions</b>              | Provide clear and concise answers to evaluators' questions regarding the project. Questions are asked after the presentation.  |

# FASHION STYLIST POINT SUMMARY FORM ---

Name of Participant \_\_\_\_\_  
 Chapter \_\_\_\_\_ State \_\_\_\_\_ Team # \_\_\_\_\_ Group # \_\_\_\_\_ Category \_\_\_\_\_

**DIRECTIONS**

1. Make sure all information at top is correct. If the participant does not show, please write "No Show" across the top and return with other forms.
2. At the conclusion of scoring, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and paper clip all items related to the participant together. Please do **NOT** staple.
3. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy.
4. Please check with the Event Consultant or Colorado FCCLA Staff if there are any questions regarding the evaluation process.

| Event Consultant Check                     |   |  | Points |
|--|---|--|--------|
| <b>Orientation</b><br><i>0 or 3 points</i> | <b>0</b><br>Did not attend                        | <b>3</b><br>Attended orientation                     |        |
| <b>Punctuality</b><br><i>0 or 2 point</i>  | <b>0</b><br>Participant was late for presentation | <b>2</b><br>Participant was on time for presentation |        |

**EVALUATORS' SCORES**

Evaluator 1 \_\_\_\_\_ Initials \_\_\_\_\_

Evaluator 2 \_\_\_\_\_ Initials \_\_\_\_\_

Evaluator 3 \_\_\_\_\_ Initials \_\_\_\_\_

Total Score \_\_\_\_\_ divided by number of evaluators

\_\_\_\_\_ = **Average Evaluator Score**

**Event Consultant Total**  
(5 points possible)

**Average Evaluator Score**  
(95 points possible)

**Final Score**  
(Average Evaluator Score plus  
Room Consultant Total)

**VERIFICATION OF FINAL SCORE AND RATING**

Evaluator 1 \_\_\_\_\_ Evaluator 2 \_\_\_\_\_ Evaluator 3 \_\_\_\_\_

Event Consultant \_\_\_\_\_

**Circle rating achieved: Gold 90-100 points Silver 70-89.99 points Bronze 1-69.99 points**

# FASHION STYLIST RUBRIC

Name of Participant \_\_\_\_\_  
 Chapter \_\_\_\_\_ State \_\_\_\_\_ Team # \_\_\_\_\_ Group # \_\_\_\_\_ Category \_\_\_\_\_

| Personal Appearance               |   |  |  |  | Points        |          |
|-----------------------------------|---|--|--|--|---------------|----------|
| <b>Personal Appearance</b>        | <b>0</b><br>Dressed casually or inappropriate to profession                                 | <b>1-2</b><br>Dressed business casual or inappropriate to profession   | <b>3-4</b><br>Dressed business casual, clothing is appropriate to profession   | <b>5</b><br>Dressed professionally as a fashion stylist including hair and accessories that enhance presentation and profession                        |               |          |
|                                   |   |  |  |  |               |          |
| Merchandise Selection             |   |  |  |  | Points        |          |
| <b>Appropriate Outfit</b>         | <b>0</b><br>Outfit is inappropriate for the scenario  | <b>1</b><br>Outfit displays minimal knowledge of scenario, items selected are out of trend or not appropriate                              | <b>2-3</b><br>Outfit is appropriate but choice is mediocre, very basic, some current trends selected   | <b>4-5</b><br>Outfit choice is appropriate for scenario and client age and is on trend   | <b>Outfit</b> |          |
|                                   |   |  |  |  | <b>1</b>      | <b>2</b> |
| <b>Accessories</b>                | <b>0</b><br>No accessories provided   | <b>1</b><br>Too many or too little accessories that distract or take away from the overall look  | <b>2-3</b><br>The accessories that are paired with the outfit are mostly complementary   | <b>4-5</b><br>The accessories that are paired with the outfit coordinate well with the "perfect" amount  |               |          |
|                                   |   |  |  |  |               |          |
| <b>Model Appropriate</b>          | <b>0</b><br>Selected outfit is not appropriate  | <b>1</b><br>Outfit does not fit or compliment the body type/ color or pattern choices do not compliment the model's hair and/or skin tones | <b>2-3</b><br>Outfit compliments the body type but the color or pattern choices do not necessarily look good with the model's hair and/or skin tones | <b>4-5</b><br>Outfit complements the models body type perfectly with the color or pattern choices enhances the look of the model's hair and skin tones |               |          |
|                                   |   |  |  |  |               |          |
| <b>Wearability</b>                | <b>0</b><br>Wearability is not addressed  | <b>1</b><br>One out of three wearability categories addressed  | <b>2-3</b><br>Two out of three wearability categories addressed  | <b>4-5</b><br>All wearability categories of wash, care, and fiber content discussed  |               |          |
|                                   |   |  |  |  |               |          |
| <b>Total Each Outfit Score</b>    |   |  |  |  |               |          |
| <b>Add Scores of Outfit 1 + 2</b> |   |  |  |  |               |          |
| Coordination of Outfits           |   |  |  |  | Points        |          |
| <b>Outfits Coordinate</b>         | <b>0</b><br>Selected items are not well thought out and not interchangeable between outfits | <b>1-2-3-4</b><br>Each items is well thought out but none of the selected pieces can be interchangeable between outfits                    | <b>5-6-7</b><br>Each piece selected is well thought out and at least one piece can be interchangeable with both outfits                              | <b>8-9-10</b><br>Each piece selected is well thought out and more than one piece can be interchangeable between both outfits                           |               |          |
|                                   |   |  |  |  |               |          |

|   |  |   |  |  |               |
|---|--|---|--|--|---------------|
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>4-5</b>   |               |
| <b>Budget</b>                             | Budget worksheet is not completed  | Budget worksheet is completed but math is incorrect/<br>Participant did not use most of the provided budget or went significantly over the budget | Budget worksheet is completed and math is correct. Participant used most of provided budget but may have gone over the budget by more than \$5 | Budget worksheet is completed and math is correct. Student used majority of provided budget within \$5 |               |
| <b>Oral Presentation</b>                  |  |   |  |  | <b>Points</b> |
|   | <b>0-1-2</b>   | <b>3-4-5</b>  | <b>6-7-8</b>   | <b>9-10</b>  |               |
| <b>Organization Delivery</b>              | Presentation is not completed or does not explain the elements principles of design/ exceeds 5 minutes | Presentation covers all project elements principles of design, however with minimal explanation/ exceeds 5 minutes                                | Presentation gives complete information on the elements principles of design, however it does not flow well                                    | Presentation covers all relevant information with a seamless and logical delivery                      |               |
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>5</b>   |               |
| <b>Content Knowledge</b>                  | No knowledge of textiles, fashion and apparel shared or information was incorrect                      | Minimal knowledge of textiles, fashion and apparel shared during presentation   | Knowledge of textiles, fashion and apparel is evident and shared at times during the presentation  | Knowledge of textiles, fashion and apparel is evident and incorporated throughout the presentation     |               |
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>5</b>   |               |
| <b>Voice</b>                              | No voice qualities are used effectively  | Voice quality is adequate   | Voice quality is good, though could improve  | Voice quality is outstanding and pleasing to listen to   |               |
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>5</b>   |               |
| <b>Body Language/ Clothing Choice</b>     | Body language shows nervousness and unease/ inappropriate clothing                                     | Body language shows minimal nervousness/ appropriate clothing   | Body language portrays participant is at ease/ appropriate clothing  | Body language enhances the presentation/ appropriate clothing  |               |
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>5</b>   |               |
| <b>Grammar/ Word Usage/ Pronunciation</b> | Excessive (more than 5) grammatical and pronunciation errors   | Some (3-5) grammatical and pronunciation errors   | Few (1-2) grammatical and pronunciation errors   | Presentation has no grammatical and pronunciation errors   |               |
|   | <b>0</b>   | <b>1-2</b>  | <b>3-4</b>   | <b>5</b>   |               |
| <b>Response to Questions</b>              | Did not answer evaluator's questions   | Responses to questions did not indicate adequate understanding of skills needed   | Responses to questions were appropriate and reflect good understanding of skills needed  | Responses to questions were appropriate and reflect excellent understanding of skills needed           |               |

**Additional Comments:**

**Total Score**  
(95 points possible) \_\_\_\_\_

**Evaluator #** \_\_\_\_\_

**Evaluator Initial** \_\_\_\_\_

**Consultant Initial** \_\_\_\_\_

# BUDGET WORKSHEET

Name of Participant \_\_\_\_\_  
 Chapter \_\_\_\_\_ Budget Amount \_\_\_\_\_

To be completed by participant at the designated participation time. Please give to evaluators before your oral presentation.

| Item Name and Description | Price of Item | Discount (If Applicable) | Totals |
|---------------------------|---------------|--------------------------|--------|
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
|                           |               |                          |        |
| <b>Subtotal</b>           |               |                          |        |
| <b>Tax (7% Denver)</b>    |               |                          |        |
| <b>Grand Total</b>        |               |                          |        |