

# 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 PATHWAY

- ◆ Visual Arts & Design

## EVENT LEVELS

**Level 1:** through grade 8

**Level 2:** grades 9-10

**Level 3:** grades 11-12



## 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.
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**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 Levels of care, wash, and fiber content.

**COORDINATION OF 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.

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

**ORAL PRESENTATION**

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

<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.

following the presentation.

# FASHION STYLIST POINT SUMMARY

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

## 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> <i>0 or 3 points</i>	<b>0</b> Did not attend	<b>3</b> Attended orientation	
<b>Punctuality</b> <i>0 or 2 point</i>	<b>0</b> Participant was late for presentation	<b>2</b> 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 # \_\_\_\_\_ Level \_\_\_\_\_

Personal Appearance					Points
<b>Personal Appearance</b>	<b>0</b> Dressed casually or inappropriate to profession	<b>1-2</b> Dressed business casual or inappropriate to profession	<b>3-4</b> Dressed business casual, clothing is appropriate to profession	<b>5</b> 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> Outfit is inappropriate for the scenario	<b>1</b> Outfit displays minimal knowledge of scenario, items selected are out of trend or not appropriate	<b>2-3</b> Outfit is appropriate but choice is mediocre, very basic, some current trends selected	<b>4-5</b> 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> No accessories provided	<b>1</b> Too many or too little accessories that distract or take away from the overall look	<b>2-3</b> The accessories that are paired with the outfit are mostly complementary	<b>4-5</b> The accessories that are paired with the outfit coordinate well with the "perfect" amount	
<b>Model Appropriate</b>	<b>0</b> Selected outfit is not appropriate	<b>1</b> 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> 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> 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> Wearability is not addressed	<b>1</b> One out of three wearability Levels addressed	<b>2-3</b> Two out of three wearability Levels addressed	<b>4-5</b> All wearability Levels 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> Selected items are not well thought out and not interchangeable between outfits	<b>1-2-3-4</b> Each items is well thought out but none of the selected pieces can be interchangeable between outfits	<b>5-6-7</b> Each piece selected is well thought out and at least one piece can be interchangeable with both outfits	<b>8-9-10</b> 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/ 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** \_\_\_\_\_

