

FASHION DESIGN

An individual or *team event* recognizes participants who apply fashion design skills learned in Family and Consumer Sciences courses to design and market clothing styles. Participants will develop a clothing label, research the intended *audience*, design the label's first 2 or 4-piece collection and construct one collection sample. Students will exhibit knowledge of all the aspects that surround design, including design basics, fabric choice and pricing. For competition, participants must prepare a *portfolio*, sample garment and an oral presentation.

ELIGIBILITY & GENERAL INFORMATION

1. Review "Eligibility and General Rules for All Levels of Competition" on page 8 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or *electronic portfolio* presentation at competition.
3. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
4. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
5. Lingerie and swimsuits are not allowed. Clothing that does not meet acceptable standards of modesty/appropriateness for a school function or setting is prohibited. Designs must be for adults or children.
6. Participants who do not follow the event guidelines or the definition of the event, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
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EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
	■	■	■

*See page 7 for more information on event levels.

GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Portfolio</i> , Sample Garment and Oral Presentation	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No Mannequin - No	FCCLA Official Dress

PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■	■		■	■	■		■	■

TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Self-Confidence	Public Speaking
Creativity	Responsibility and Time Management
Decision Making and Problem Solving	

FASHION DESIGN BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
322	Career Focused	12,179

85% of Fashion Design participants indicated this event is extremely or very useful to their future.
61% of Fashion Design participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

The objective is to create a brand that is influenced by modern and traditional Mexican designs. This will be done by analyzing the needs of the target audience, while also including elements of Mexican history within the garments themselves. Due to this brand being influenced by a culture, it is also meant to spread awareness of the issue that is cultural appropriation. The label is meant to serve as an example as to what boundaries a clothing brand should consider when designing based off the customs of a culture. – Arizona FCCLA Member

My project combines marketing and design skills in order to provide clothing for children in America as well as children in Kenya. I have a business plan that consists of selling an article of clothing in America which will fund a comparable dress to be sent to a child in need in Kenya. – Delaware FCCLA Member

I created a fashion label named "Bloom," and I designed a four-piece collection to complement the inspiration for my label. My inspiration is the Japanese Cherry Blossom, which I incorporated into my collection by using fabrics with a lot of movement. I created a sample garment out of crepe, organza, and faille, with many handmade fabric flowers. I completed my binder with all the necessary pages and sketches. – New Jersey FCCLA Member

SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

FASHION DESIGN GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)