



Fashion Design

FCCLA STAR Events Information

(Students Taking Action with Recognition)

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, and design the label's first six-piece collection. 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.

Project Connections

Top 5 Skills Students Report Learning Through Participation

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

Career Clusters



National Family and Consumer Sciences Standards

- Reasoning for Action Comprehensive Standard
- 2.0 Consumer and Family Resources
- 3.0 Consumer Services
- 6.0 Textiles, Fashion, and Apparel

Common Career Technical Core/Career Ready Practices

- 2.0 Apply appropriate academic and technical skills.
- 4.0 Communicate clearly, effectively, and with reason.
- 5.0 Consider the environmental, social and economic impacts of decisions.
- 6.0 Demonstrate creativity and innovation.
- 7.0 Employ valid and reliable research strategies.
- 8.0 Utilize critical thinking to make sense of problems and persevere in solving them.
- 10.0 Plan education and career path aligned to personal goals.
- 11.0 Use technology to enhance productivity.
- 12.0 Work productively in teams while using cultural/global competence.

FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.

Turn this page over to see examples of projects from across the nation and participation data.

For more information on state participation, contact your state adviser.



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Examples of Fashion Design Projects:

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

I wanted my Label to have a deep meaning that would attract the attention of my intended audience, while it defines who I am as a designer and as a person. Meraki, it's alluring, it's broad in meaning, and describes why my designs have meaning. In Greek, Meraki means to put "a part of your soul" into what you're doing. With every design I am making they will have meaning that describes beauty and a piece of me. The reason for that is because I want to encourage young women to be able to express and show off who they are with confidence. I want them to believe in themselves that they are beautiful even if the world goes against them, they will always be beautiful inside and out. I want them to feel confident wearing clothing that describes who they are. – Texas FCCLA Member

Fashion Design by the Numbers: 2018-2019

Participants Nationwide: 180
Levels: 2 (grades 9-10), 3 (grades 11-12)
Type of Event: Career Focused
Nationwide Impact: 6,294

91% of Fashion Design participants indicated this event is extremely or very useful to their future.
71% of Fashion Design participants indicated they would pursue higher education related to the career chosen in their project.

To learn more about FCCLA STAR Events, visit the national FCCLA website, www.fcclainc.org, or email starevents@fcclainc.org.