

September 2016

Memorandum

TO: District 7 County Extension Agents
FCS; 4-H; AG – Callahan, Fisher, Mills, Shackelford

SUBJECT: 2017 District 4-H Junior and Intermediate Fashion Show

EVENT DATE: Tuesday, July 18, 2017

LOCATION: Grape Creek Baptist Church
9781 Grape Creek Rd.
San Angelo, Texas 76901

FEE: \$7.50 per contestant, includes lunch
\$ 5.00 for meals for Agents (**Agents must register on 4-H Connect. Please include all leaders under you or contestant**)
\$12.50 late registration fee

ENTRY DEADLINE:

4-H Connect Opens – June 19th and closes July 3rd
Late Registration – July 4th – July 6th
County Entry Form – E-MAIL- Due July 5th
Judges Form – E-MAIL- Due July 5th

4-Her's will need to enter on 4-H Connect. Additional meals can be added under each 4-Her

Please find the Guidelines, Rules and Regulations for this event on the following pages. Please contact the District 7 Office if you have any questions or concerns.

Sincerely,



Garry Branham
District Specialist – 4-H & Youth Development



4-H and Youth Development
Texas A&M AgriLife Extension Service
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DISTRICT 7 4-H JUNIOR AND INTERMEDIATE FASHION SHOW GUIDELINES, RULES AND REGULATIONS

AGE DIVISIONS

The following contestant ages are as of August 31, 2016:

- JUNIOR – age 8 and in the 3rd grade to 5th grade
- INTERMEDIATE – Grades 6th-8th

FEES – ALL MUST REGISTER ON 4-H CONNECT

- \$7.50 per contestant for Fashion Show (includes registration and lunch)
- \$5.00 per first item for non-apparel sewing, embellished apparel and jewelry making categories and \$1.00 after that (registration only)
- \$5.00 Agent Lunch (**contestant & agent can select extra meals for parents, extra siblings, etc. for lunch so family can all register together**)
***Leaders should not register for this event; they need to be included under Agent or Contestant**
*We will pay for lunch for the volunteers that serve as judges!
- \$12.50 late registration fee for contestants & agents

LUNCH

Pizza Lunch (2 slices of pizza and a drink) is included in the registration for Fashion Show contestants. All others (Agents, Volunteers*, Parents, Extra Siblings, etc.) will pay \$5.00 **in advance**. Agents and kids can list extra lunch tickets within their entry on 4-H Connect. Judges listed on separate form do not need to be entered on 4-H Connect
**We will pay for the lunch of our volunteers that serve as judges.* Fees will need to be paid on 4-H Connect by the deadline. NO REFUNDS will be given. Tickets will be distributed the day of the contest and will be needed to go through the meal line.

ENTRIES

All counties must be entered on 4-H Connect. Each county will submit an entry form to the District Office with entries. Any individual not registered that show up to the contest will not be allowed to compete. The registration fee will be \$7.50 per contestant which helps cover lunch, location, insurance, and program materials and \$5.00 for CEA, parents, and siblings. Lunch will be available to those that pay in advance. **Please submit ALL forms, even if you DO NOT have participants.** There is a place on the form for you to indicate that you will have no entries.

Submit the following Fashion Show registration materials to the District Office by EMAIL:

- Style Show Script
- Judges Form
- County Entry Form: Fashion Show
- County Entry Form: Embellished Apparel, Jewelry Making and Non-Apparel Divisions

Submit the following items on the day of the competition. **DO NOT SUBMIT TO THE DISTRICT OFFICE!**

- Fashion Show
 1. 4-H Fashion Show Entry Form- Construction or Buying
(Two copies must be submitted IF entering the Natural Fibers Competition)
 2. 4-H Fashion Show Appearance & Quality Score Cards – 3 copies
 3. Photograph of the 4-H member wearing the outfit to be judged/modeled

- Natural Fibers Competition
In addition to the above materials, contestants entering the natural fibers competition must also submit the following:
 1. Natural Fiber Entry Form
 2. Natural Fiber Competition Score Sheet – 3 copies
- Storyboard
4-H members can enter one storyboard in each category. There are five categories. Contestants entering the Storyboard contest must submit the following:
 1. Storyboard
 2. Storyboard Label must be securely affixed to the back of the storyboard
 3. Storyboard Score Sheet- 3 copies

DIVISIONS, CATEGORIES AND NUMBER OF ENTRIES

Counties are encouraged to conduct the Fashion Show at the County level. The category of a garment will be determined at the County level. It may not be changed at the District level unless the committee sees a major problem. Participants may compete at the District level in only one (1) division, either Construction or Buying. No additional garments can be carried during judging or the Style Show. Participants may enter only those garments that can be worn at one time. All garments in the Construction and Buying divisions will be evaluated using the criteria given on the score sheet.

Construction Division:

Each county may send three (3) individuals per category in each age division, for a total of 12 Juniors and 12 Intermediates. Participants may wear purchased blouse/shirt if the participant has constructed a skirt/pants or vice versa. This is to be noted on the scorecards. The Construction Division will have four (4) categories:

- 1) **Dressy** – garment worn to activities such as church, weddings, banquets and special occasions; examples: dresses, dressy skirt/blouse, dressy coat/pants.
- 2) **Everyday Living** – Includes casual sportswear, weekend-wear, sleepwear, clothing for school, casual after-school events, or hanging out with friends.
- 3) **Re-Fashion** – The result of modifying existing clothing or fabric item (such as table cloth or curtain) into something more fashionable. The main purpose of ReFashion is creativity, as well as sewing skills. The member designs and sews a wearable garment from previously used garments or fabric item. The completed garment is different from its original use, not just an alteration. (Examples: neck ties sewn together to form a skirt or taking old t-shirts and making them into a skirt)
- 4) **Special Interest** – Entry should be something that reflects a special interest of the participant, such as equestrian clothing and riding apparel, dance costumes, hiking clothing, or rock climbing clothing.

Buying Division:

Each county may send three (3) individuals per category in each age division for a total of 12 Juniors and 12 Intermediates. The Buying Division will have four (4) categories:

- 1) **Dressy** - garment worn to activities such as church, weddings, banquets and special occasions; examples: dresses, dressy skirt/blouse, dressy coat/pants.
- 2) **Everyday Living** - Includes casual sportswear, weekend-wear, sleepwear, clothing for school, casual after-school events, or hanging out with friends.

- 3) **Fantastic Fashions under \$25** - This category is designed to expand the 4-H member's shopping experience to include different shopping venues. Outfits must be purchased at a garage sale, consignment store, Goodwill, Salvation Army, or other retail business. Receipts are required for everything that is visible during the interview, except shoes. Receipts for garage sales can be handwritten. This includes jewelry and accessories. Do not need to account for sales tax.
- 4) **Special Interest** - Entry should be something that reflects a special interest of the participant, such as equestrian clothing and riding apparel, dance costumes, hiking clothing, or rock climbing clothing.

STYLE SHOW SCRIPT: Modeling will be done by category in each age division. Each county must submit ONE sentence for each Fashion Show participant by E-MAIL only. There will be no changes made to your script, it will be read by the District Council members exactly as it was written. **Statements should be written in the "Third Person"**

Texas Natural Fiber Competition:

4-H Members may also be eligible to compete in the Texas Natural Fiber Competition if the Natural Fiber eligibility requirements are met; Cotton minimum 65%, Wool minimum 60%. Awards will be given in each of the Construction and Buying categories. Participants are to complete the Natural Fiber Competition Entry Form on the back side of the division worksheet if they are eligible and want to compete. A separate round of judging will take place for this competition. ****The Natural Fiber Competition Entry Form MUST be completed and entry must be reported on the County entry form in order for the participant to be eligible to compete in Natural Fibers. Please visit with participants to be sure if they want to compete.**

Embellished Apparel Division:

Each County may send as many entries in each age division as they wish. However, each participant may enter only one piece in each category. These participants ARE eligible to enter either the Construction or Buying division, Non-Apparel division, Jewelry Making division and Storyboard. There is no interview as part of the judging and the contestant's presence is not required at the Fashion Show.

Contestants entering this division must identify their item by pinning/attaching an ID Tag to the back of the item. ID Tags are provided in the attachment section of the website. Items must be checked in at the Fashion Show and must be picked up immediately following the Show.

Embellished Apparel items must be wearable clothing (no bags please) embellished with items such as beads, paint, dyes, etc. The Embellished Apparel division will have two (2) categories: **1) Tops** – includes t-shirts, blouses, jackets (no tank tops please). **2) Bottoms** – includes pants, skirts, shorts, capris.

Jewelry Making Division:

Each County may send as many entries in each age division as they wish. However, each participant may enter only one piece in each category. These participants ARE eligible to enter either the Construction or Buying division, Non-Apparel division and Embellished Apparel division. There is no interview as part of the judging and the contestant's presence is not required at the Fashion Show.

Contestants entering this division must identify their item by pinning/attaching an ID Tag to the back of the item. ID Tags are provided in the attachment section of the website. Items must be checked in at the Fashion Show and must be picked up immediately following the Show.

The Jewelry Making division will have two (2) categories:

- 1) **Jewelry Sets**
- 2) **Jewelry Singles**

Non-Apparel Sewing Division:

Each County may send as many entries in each age division as they wish. However, each participant may enter only one piece in each category. These participants ARE eligible to enter either the Construction or Buying division, Jewelry Making division and Embellished Apparel division. There is no interview as part of the judging and the contestant's presence is not required at the Fashion Show.

Contestants entering this division must identify their item by pinning/attaching an ID Tag to the back of the item. ID Tags are provided in the attachment section of the website. Items must be checked in at the Fashion Show (see schedule) and must be picked up immediately following the Show.

Non-apparel items entered in this division must be hand or machine sewn. The Non-Apparel division will have six (6) categories: **1) Pillows** – may not be larger than 28". **2) Quilts or Throws** – may not exceed twin bed size. **3) Tote Bags** – any size including handbags. **4) Small Electronic Device Cover** – Cover to fit a cell phone, blackberry, i-pod, MP3 player, etc. **5) Aprons** **6) Other** – items that do not fit in any other category.

4-H FASHION STORYBOARD:

The 4-H Fashion Storyboard is an industry-inspired method of displaying original designs. The best storyboards create vivid visual images that are interesting and appealing to viewers. The storyboard "tells the story" of the designer's idea. The storyboard includes original illustrations and flats, as well as additional materials (such as photos from the Internet or magazines, paper, fabric swatches, patterns, etc.) that have influenced the unique design.

Design Brief -

The following design brief serves as the direction for the 2017 Fashion Storyboards. 4-H members should create their Fashion Storyboard around their interpretation of the design brief.

Inspired by Music

Whether you're heading to a concert, going dancing with friends or just hanging out at home listening to your favorite tunes, let your style choices reflect your musical taste with designs inspired by melody, tune, harmony, composition and song. From the rapid lively tempo of country music banjos, the slow sad moan of the blues, or the edgy upbeat rhythm of hip hop, there is a melodic palette for everyone.

Storyboard General Rules

1. **Participation and Level of Competition.** A 4-H member may enter only one storyboard. Contestants advance from county to district.
2. **Entry of Storyboard.** Each storyboard must be created by the 4-H member. Fashion Storyboard layouts should include original illustrations and flats, as well as additional materials that have influenced their unique design. 4-H members may choose to manually affix the pieces of their layout to their storyboard, or computer-generated layouts can be printed and affixed to the foam core or mat board.
3. **Submission of Storyboard.** Entering the competition is by submitting the Fashion Storyboard only. There will not be an interview. **Do not mail.**
4. **Identification of Storyboard.** The Fashion Storyboard Label must be securely affixed to the back of the storyboard. The label MUST be legibly printed or typed and MUST be complete, including the answer to the Originality of Design question. The 4-H member should not put his/her name on the front.
5. **Number of garments designed.** Focus on one garment/outfit for the storyboard. Contestants may provide up to two(2) variations of the original design.
6. **Categories.** The following is a list of the categories and descriptions. Each storyboard should be entered into one category. A 4-H member may enter only one storyboard per category.

- a. **Wearable:** Clothing that can be worn. Includes items such as pants, shorts, skirts, blouses, sweaters, coats, dresses, etc.
 - b. **Accessory:** Includes items such as belts, purses, bags, hats, etc.
 - c. **Jewelry:** Includes necklaces, bracelets, rings, and earrings.
 - d. **Non-Wearable:** Includes items such as pillows, organizers, holiday items, stuffed animals, items for the home, etc.
 - e. **Pet Clothing:** Includes items that can be worn by a pet or any other animal.
7. **Scoring.** Storyboards will be evaluated based on the 4-H Fashion Storyboard Score Sheet.
8. **Each Storyboard must conform to and will be evaluated based on the following, but is not limited to:**
- a. **Visual Appeal/Creativity of Storyboard** – Storyboards should show evidence of creativity by the 4-H member. The layout of the storyboard should illustrate a theme, mood, or spirit of an idea.
 - i. A good storyboard should have a strong focal point.
 - ii. Placement of the inspirational items should allow the eye to flow across all elements of the board without distracting from the design.
 - iii. “White space” or “blank space” should be kept in consideration. Too much or too little white space detracts from the design.
 - iv. Additional photos and other materials can be used to show the inspiration for the design. These additional materials should enhance the storyboard, without taking away from the original design.
 - b. **Quality of Workmanship** – Storyboards should be neat and demonstrate quality of workmanship.
 - c. **Consistent Color Palette** – Use a consistent color palette and theme throughout the board.
 - d. **Fabric Samples, Trims, and Embellishments** – Fabric samples must be included on the board and be appropriate for the design illustrated. Trims and embellishments that would be used on the garment/outfit should be included, if applicable to the design.
 - i. If the exact fabric swatch cannot be found, a “basic swatch” may be used to illustrate fabric type (denim, linen, etc.), and the 4-H member can draw out the detail.
 - ii. Examples of trims and embellishments would be top stitching, piping, buttons, etc.
 - e. **Dimension** – Must use foam core board or mat board. Must be 20" x 30", displayed horizontally or vertically. Do not use poster board.
 - f. **Consistent Theme** – All elements are cohesive and support the design brief.
 - g. **Originality of Designs** – All design illustrations and flats should be the original work of the 4-H member. The design may be hand drawn or computer drawn. No “copying and pasting” from someone’s design as seen on the Internet, in a magazine, or other sources for the original design.
 - h. **Design Detail** – Should include the at least one illustration and at least one flat.
 - i. *Illustration* – Include at least one main artistic and appropriate fashion illustration. At least one illustration must be on a model/croquis. The model/croquis does not have to be an original drawing and may be traced.
 - ii. *Flats* – Include at least one flat. Flats are working drawings that are not on a model/croquis that illustrate other views like you would find on a dressmaker’s pattern envelope. The flats should depict the garment from other views and details.
 - i. **Titles/Labels** – The title for the storyboard should be the same as the Design Brief. A subtitle may be used for a more personalized name of the design. Labels may be included to enhance the storyboard or to clarify a point, but they will not be required.
 - j. **Design Brief** – Storyboards should follow the design brief and category descriptions.

JUDGES

Contestants will be judged by a panel of adult judges provided by each county. Please submit the name and E-MAIL address of the judges on the judges form. The number of judges required by each county is listed on the bottom portion of the form. (Counties will be notified if some judges are not needed)

Judges should be a home economist with clothing, fashion and sewing expertise or an experienced 4-H leader or other qualified persons with strong clothing competencies. The district office will make judging assignments and send contest information to the judges by e-mail.

JUDGING SCHEDULE

There will be no County schedule. Contestants should be dressed in their Fashion Show garment and ready for judging when they come for contestant orientation. There will be dressing rooms on site. Participants should send all of their traveling clothes, etc. with the person that brought them.

SCHEDULE OF ACTIVITIES

9:30	Agents check in and immediately assume duties
10:00	Orientation for Judges AND Superintendents
10:00	Contestants arrive
10:00	Check in for Non-Apparel/Jewelry Making/Embellished Apparel
10:30	Orientation for Contestants
10:45	Contest judging begins
12:30	Pizza lunch
1:30	Style Show/Awards Presentation

AWARDS

- 1st – 6th place ribbons and special awards (as budget allows) for individuals in each category in each age division
- 1st place medals for individuals in each category in each age division
- 1st and 2nd place awards for individuals in Natural Fiber competition (as budget allows)

Agent Assignments will be posted closer to contest date.