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## CREATIVE CONSUMERS OF FASHION ACTIVITY INFORMATION FOR JUDGES

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The Creative Consumers of Fashion Activity is designed as a fun learning experience for youth to showcase their clothing and textile knowledge and creative consumer skills. Because most of us purchase at least some of our clothes, this activity offers the opportunity for all 4-H'ers enrolled in clothing projects to select an outfit, model it for a judge, and then articulate the consumer decisions considered in the selection. The activity highlights consumer knowledge, communication of self through clothing, and making clothing choices.

Life skills addressed in this activity are wise use of resources, decision-making, critical thinking, communication, and building self-esteem. The activity will be judged on overall appearance, how the outfit is put together, information on the data sheet, interview with the judge, consumer decisions of outfit selection related to personal needs, quality, anticipated use, and family/personal values.

The supporting curriculum for this activity can be found in Lesson 2, Communication of Self; Lesson 4, Choices; Lesson 5, Consumerism; and Lesson 6, Care in *Clothes That Click* (EM4899); *Fashion Modeling Your 4-H Garment* (EM4339); *Suggestions for Writing 4-H Style Revue Commentary* (EM4224); and *Measuring Up: Quality Standards in Sewn Items* (PNW0197).

Please view this event as an opportunity to provide knowledge and teach skills, as there may be many first-time participants.

Some youth come prepared, having had support to prepare their activity. Some come relatively unprepared, partly because it may be a completely new activity to them at a personal and/or county level. Determining the participant's experience with the activity can

help you, as a judge, nurture the youth to learn and grow with this activity. Keep in mind that the whole is more important than its parts, and that the young person is more important than the garment/performance. Good judges are objective, positive, and constructive. Personal likes and dislikes do not influence them.

Putting the participant at ease may be relatively easy because your evaluation will involve only one or two judges and the participant. Much like Fashion Revue, encourage the members to tell you about themselves and introduce their outfit. They may wait for you to ask them to model. If time allows, this may be a good time to introduce the mannequin modeling concept to them, if that is the modeling style used in the public show.

After participants model for you, invite them to sit down to discuss information on their data sheet. Their ability to respond in a knowledgeable, friendly, and organized manner plays a large part in scoring this activity (see suggested questions at the end of this Information Sheet). You are listening for specific information from them, such as what is on the hangtags or what the fabric content is. They should be able to speak understandably, using proper English and proper terms regarding the specifics of their outfit.

In many ways, you evaluate the participants as if they were giving a public presentation. You will want to determine if they have adequately discussed and justified the purpose of putting together this outfit. Also, have they given you adequate and accurate information, have they displayed their knowledge, and have they presented themselves well to you during the interview and to the public during the stage modeling at the end of the day? The interview and modeling time with you, the judge, should take no more than 15 minutes.

Please make sure participants know when the stage modeling will happen. It is separate time from their interview with and modeling for you, the judge. After the public stage modeling event, you usually have an opportunity to speak to the participants as you award their ribbon. As you highlight the major points of the member's presentation, please use the "sandwich" method of giving feedback. Give praise for a positive thing the member did or said, give a positive way of improving something the member said or did, and then finish with recognition of another positive.

Remember, YOU are a big factor in helping participants build their self-esteem. If they feel at ease, if they are encouraged, if they are taught new skills in a positive way; they will finish this activity feeling successful. You have a big responsibility. Thank you for being willing to take it on! Enjoy your experience as a judge!

If you have questions, please feel free to contact the following leaders who are experienced in this activity:

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## Suggested Questions for Judges

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The following questions are suggestions for you to help participants talk about their outfit. Note that the categories of the questions correspond to those used on C1080 *Creative Consumers of Fashion Activity Scorecard*. You may find that some questions work better for you than others. Additional questions follow; plus, you may want to develop some of your own.

### A. SUITABILITY TO OCCASION(S)

- For what occasion(s) did you select this outfit?
- Tell me how you went about selecting this outfit?
- What considerations did you use when you selected this outfit? (fiber, fabric, design, construction, fit, care)

### B. CONSUMER DECISIONS

- How does this outfit fit your clothing needs?
- As you selected the pieces for this outfit, what did you learn about price and quality?
- How often do you plan to use the outfit/accessories?
- How reasonable was the cost of your outfit in terms of your family's spending plan?
- If your garment(s) had hangtags, what information did they give you?

### C. VISUAL EFFECTIVENESS

- Why did you select the particular style, color(s) and/or fabric(s)?
- Explain how and why the style of this outfit is appropriate for your figure type.

- What does this outfit say about you?

- Describe what you think makes your outfit fit your personality.

- Describe any challenges you faced as you selected this outfit/accessories and how you met them.

- How do you feel about the way your outfit fits you?

- Are there any changes you would make to improve the fit?

- Explain what you considered when choosing your accessories.

### D. THE INDIVIDUAL

- What do you like best about showing off this outfit on stage?
- How do you think your grooming style shows off your outfit?
- Judge's observation of overall appearance, grooming, and presentation. during the interview and mannequin modeling on stage.
- Data sheet completed by the 4-H member, submitted by deadline, and information valuable in the interview.

## Additional Potential Questions for Creative Consumers of Fashion Contest

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1. Who was with you when you bought this outfit? Did anyone influence your decision to buy it?
  2. What clothing items have you bought that you weren't happy with? Why not?
  3. Do you "settle for less" in terms of quality or fit or choices when clothing items are on sale?
  4. What five things must ready-to-wear (RTW) labels have?  
(brand name, fiber content, care, country of origin, registration identification number, and who actually made it)
  5. How do you determine your clothing "needs" versus your clothing "wants?"
  6. What is "cost per wearing" or CPW?  
(The number of times you actually wear a garment divided by its cost. A formal that is only worn once will have a higher cost per wearing than a pair of jeans that will be worn many, many times.)
  7. Do you have a clothing budget? If so, who determines the budget amount?
  8. What time of the year do you think you spend the most money on clothes? Why?
  9. How do you tell if RTW is "on-grain?"
  10. What does "recovery" mean in knit garments? (Ask if the individual is wearing any knit garments.)
  11. What is "crocking" in RTW?  
(Colors rubbing off onto other garments, furniture, etc., especially reds and dark colors.)
  12. What is the difference between a thrift store and a consignment store? A department store? An outlet store?
- Thrift store - clothes are donated, can be used for a tax deduction, lower cost, may be out of style or show obvious signs of wear, no return policy.
- Consignment store - most are used clothing, only take clothes in good condition and style, donor receives a percentage of selling price, usually no return policy
- Department store - offers many clothing choices in a large store, keeps their own merchandise in quantity, usually liberal return policies, usually has national brands and store brands.
- Outlet store - buys and sells at lower cost, sells some seconds, some are operated by manufacturers, may have labels clipped, marked, or cut out.
13. If you dropped some French fries that left a great spot on your outfit, what should you do? (The worst thing to do is leave the stain untreated for a long time or to wash it in hot water, which will "set the stain." They could "tell Mom", let the garment soak in cold water until it can be laundered with a stain removing product, or use a dry cleaning solvent on "dry clean only" fabrics.)
  14. In determining if a garment fits properly, what do horizontal wrinkles or folds of fabric usually mean? (Horizontal wrinkles will point to areas that are too tight.)
  15. In determining if a garment fits properly, what do vertical wrinkles or folds of fabric usually mean? (Vertical wrinkles mean an area is too big.)
  16. If the hem of a garment needs to be shortened, how should you go about altering it?