



CREATING FASHION

Expressing Self

3 | CURATING YOU



Creating Fashion/Expressing Self

Curating You

Introduction

Webster describes shopping as, "to examine goods or services with intent to buy or to hunt through a market in search of the best buy." Shopping know-how is a skill that you learn and continue to develop with time and experience. There are, however, some tips to help get you started. This 4-H project is designed to help discover and learn more about shopping for clothing. You will have an opportunity to explore and experience the marketplace. The activities you complete in this project will help you become a wiser, more skilled consumer.

As you learned in, "Creating Fashion/Expressing Self-Closet Couture," a good wardrobe doesn't just happen. It takes planning and understanding what works well for your body, your personality, and your lifestyle. If you have not completed the entry level portion of "Creating Fashion/Expressing Self- Exploring Self", take time to complete it before beginning this project.

Book 3 - Curating You is designed for high school Juniors.



Project Workbook Objectives

To complete this project:

- Youth will plan and organize their shopping trips.
- Youth will identify items needed for their wardrobe.
- Youth will complete a project book.

Creating Fashion/Expressing Self Portfolio

You must complete the charts and activities provided in this manual and organize them, along with other items listed, into a portfolio in the order given below:

1. Title page with a personal photograph, title of project, and your name
2. The following activity sheets in the order listed:
 - Shopping Spree (3 or more)
 - Fashion and Fads
 - Recognizing Quality Clothing (3 or more)
 - Comparison Shopping
 - Update previous profile

3. One or two pages of photographs which visually describe you as an individual.
 - Include pictures of you involved with people and activities which help express who you are and what you enjoy doing.
 - Also include one picture of you modeling the clothing item(s) you purchase for your project.
 - All pictures should be labeled.

Garment(s)

You must obtain at least one clothing item based on your identified wardrobe needs and/or desires. The item(s) should be evaluated and selected on the basis of quality, fit, and price.

Interview

You must complete an interview session at which time you will wear the item(s) obtained and explain its (their) use in your wardrobe. The emphasis in this activity is the interview, not modeling technique or know-how. The judges are interested in seeing your clothing selections and learning about your experiences selecting the item(s). During this session you will be asked to answer the following questions:

1. Which clothing item(s) was (were) purchased? Explain your reason for purchasing.
2. How does the item(s) fit into your wardrobe?
3. Based on your shopping experience, what is the most important thing you would tell someone who is learning how to shop?

Fashion Revue

Make plans to model your completed outfit at your local Fashion Revue. The county winner will be eligible to participate in the State Fashion Revue. A state winner will be selected from the participants and honored at the State Fashion Revue program.

Curating You

Shopping for clothing is motivated by a lot of things—much of which can be summed up in two words: need or want. Your need to purchase a new item or replace a current one may be the factor that causes you to shop. On the other hand, your favorite pastime may be shopping. Regardless of what gets you to the marketplace, you need to know the three W's of wise shopping: when to shop, where to shop, and what to shop for.

Part 1: When to Shop

Your decision on when to shop for clothing should be planned around such things as when the item is needed, when you can go shopping, and when you have money available.

Sales

There are basically three types of sales.

The first is the **clearance sale**. This takes place when a store wishes to move out one season's clothing to make room for next. The biggest clearance sales are after December holidays and in July. This is when retailers change over their spring/summer and fall/winter inventory.

Next are **annual sales**. Some stores may refer to them as biannual or semiannual sales. These sales are planned for a time when people are buying less. Mark-downs are not as drastic as for the clearance sales, but they can be substantial. These sales tend to be around February and October.

The third is an **anniversary sale**, which can take on many names. It could be an anniversary of a store opening, or holiday sales like "Labor Day Specials." These sales are also meant to draw the customer to the store. Once again, the price reductions can be substantial.

List one example of each type of sale below

Clearance:

Annual:

Anniversary:

Timing Purchases

To be able to take advantage of sales effectively, it's important to keep your wardrobe inventory current. By doing this, you will have a good idea of your true clothing needs and won't be as apt to make poor choices. You don't want to buy something because it was on sale, only to find that it doesn't fit into your wardrobe.

Using email, you can sign up for sales notifications sent directly to your inbox. Social media sites like Facebook, Instagram, Twitter, TikTok, or Discord are also a good places to catch the latest sales from retailers.

When buying clothing at a clearance sale, it's a good idea to ask yourself:

- Will it be in fashion next season?
- Will it fit me next season?

If the answer to either or both questions is "no," it doesn't matter how big the price reduction, you're not making a wise purchase.

Your project leader may have some additional activities to complete before moving on to the next section.



Part 2: Where to Shop

Now that you know when to shop, let's discuss where to shop. Let's explore a few.

Store Types

Stores are generally split into two large categories: brick and mortar and online. Which place you go to first will be determined by your own preferences. Brick and mortar stores are physical locations you can visit while online stores may or may not have a physical location.

When visiting a brick and mortar store you might find that you are at either a department store, a specialty store, a discount store, an outlet store, a consignment store, or vintage store. Department stores are divided into separate sections or departments featuring different types of merchandise. Department stores spend a great deal of time and money on advertising, promoting their name and merchandise, and training employees.

Definition of a **Department Store**:

Department store, retail establishment that sells a wide variety of goods. These usually include ready-to-wear apparel and accessories for adults and children, yard goods and household textiles, small household wares, furniture, electrical appliances and accessories, and, often, food. These goods are separated into divisions and departments supervised by managers and buyers.

Definition of a **Specialty Store**:

Specialty stores offer limited merchandise, sometimes only one category, such as children's items, women's fashions, men's clothing, or a niche style. These stores usually feature greater depth in a limited number of merchandise lines. The store is frequently smaller than the department stores, and merchandise can range anywhere from low to high price. Advantages of shopping specialty stores include the increased individual attention and the specialty merchandise.

Definition of a **Discount Store**:

Discount stores offer a wide range of clothing quality from poor mass merchandise products to one-of-a-kind designer items. Clothing may be all first quality, or you may find "seconds" or "irregulars." Garments marked as "seconds" or "irregulars" are sold at a reduced price since they have been identified as having some type of defect in manufacturing or sizing.

- Seconds – items which are in need of repair; i.e. pull in fabric, torn pocket.
- Irregular – items that may be functional but are not necessarily aesthetically pleasing: e.g. plaids do not match, garment cut off-grain

Definition of an **Outlet Store**:

Outlet stores closely related to discount stores in terms of merchandise, services and prices. Outlets can also resemble specialty stores since they generally limit their merchandise to specific categories. Brand-name merchandise can be purchased at considerable savings. The main disadvantage of outlet stores is limited merchandise. You may not always find the size, color, or styling to fit your needs. And, their merchandise offering will vary from week to week.



Definition of a **Consignment Store**:

Consignment clothing stores can be a great place to shop for your clothing needs that are budget friendly. The choices range from thrift-shop type stores to vintage clothing. You may want to sell or donate some of your used clothing through a store of this sort. Clothing in these store are frequently new or nearly new in terms of previous use or wear.



Definition of a **Vintage Store**:

Vintage clothing stores are popular with people who like to express their individuality in dress. For instance, you may find a sweater that is beautifully beaded from the 1980s or an old evening bag. People who shop at vintage stores can find quality clothing at a reduced price.

Definition of a **Yard Sale**:

Yard or garage sales are sales held by an individual who wants to sell their clothing directly to others. Clothing may no longer fit the seller, or it may be in need of repair. It could also be out of fashion, or the seller is simply tired of it. The prices are generally very low, and you may be able to bargain with the owner for lower prices.

Definition of a **Value Base Retailer**:

Value Based Retailers are another type of retailer that can be both brick and mortar or online. Value based retailers focus their products and advertisements around a specific cause. They also donate product or funds to support that cause. Some examples include environmental or socially aware brands.

Online stores can also be split into categories, some of these categories are Marketplaces, Store Fronts, PtoP, and Subscription.

What is an example of a **Marketplace**:

Marketplaces are websites where you can find different brands of products coming from multiple vendors, shops, or persons on the same platform. The marketplace processes your payment while the individual vendors supply your produce. These marketplaces provide a reputable platform for vendors to sell on.

What is an example of a **Store Front**:

An electronic storefront is an eCommerce solution for merchants who want to host a website that advertises their products or services and for which consumer transactions are generated online.

Definition of a **PtoP**:

PtoP or Person to Person are websites sometimes attached to social media sites that create profit through advertisement sales. For you the consumer this allows you to buy directly from another person without the marketplace collecting a transaction fee. You can often find items much cheaper but you also need to be aware that there is often no returns nor customer service to call. These can be thought of as online yard sales.

Definition of a **Subscription Based Retailer**:

Subscription based retailers are retailers who provide a set amount of product on a regular timeline. This is often on a monthly schedule and marketed as a personally curated box just for you. When engaging in subscription based shopping you will receive a set amount of items each month based on the styles you have identified as an interest. After receiving them you return what you do not want to keep and are charged for what you do keep. There is often a subscription or "stylist" fee built in as a minimum charge even if you choose to send back all of the items.

Regardless of the place you shop and the amount of money saved, a bargain isn't a bargain if:

- The item doesn't fit and needs time-consuming renovation.
- You have nothing to wear it with.

Where You Shop

You can find places to shop almost anywhere: downtown, shopping centers, malls or shops scattered throughout residential sections of town. Let's take a closer look at some advantages and disadvantages of these various shopping locations.

In many cities and towns, downtown shopping is seeing a revitalization fueled by local and niche designers. While they offer the opportunity to find unique items or ones that have local meaning they also tend to have less parking that is a greater distance from the store. Larger shopping centers are located near major highways and freeways making them easily accessible for people with private or public transportation. Online shopping brings the store into your home and provides the opportunity to compare multiple retailers relatively quickly. Be sure to look up reviews of the items because they are not always as shown in pictures.

Finding a yard/garage sale is not difficult. Check community bulletin boards at grocery stores and look for posted signs when driving through residential areas. You will probably find more shopping opportunities than you can cover in a day.

Now you're ready to test what you've just learned about when and where to shop. Complete the activity on the Shopping Spree worksheet and include it in your portfolio.



Shopping Spree Worksheet

Directions: Plan one (or several) shopping trips to visit at least three different places where clothing can be purchased (can be online). Plan to visit a variety of locations. You will need copies of this form to have one for each place you shop. Review the form carefully before attempting to fill it out.

Name and type of clothing establishment:	Location (downtown, mall, etc.):
Store hours:	Time of day visited:
Describe the clothing establishment by including:	
Type of sale in progress:	How was the sale identified?
Departments visited:	Store's advertising techniques (in store, windows, radio, newspaper, email, etc.)
General appearance of merchandise:	Shopping atmosphere:
Write a brief description about:	
The clothing displays:	
Summary: Briefly summarize your general impression of this store. Would you shop for clothing here? Why or why not?	
Conclusion: Summarize your shopping spree experience.	
How will this activity help you become a better shopper?	
Date Completed:	

Part 2: What to Look For

Fads vs. Fashion vs. Classics vs. Styles

Having already completed Creating Fashion/Expressing Self - Closet Couture, you should remember how to analyze your physical characteristics and personality type to determine what styles and colors are most reflective of you. With this in mind, let's examine garment fads, fashions, classics, and styles. These are also important clothing factors to consider while shopping prior to purchase.

Style is simply the design characteristics of a garment or accessory. For instance, there are A-line skirts, circle skirts, and straight skirts. The terms A-line, circle, and straight describe the cut of the garment.

Fashion can be defined as a style that is popular at a given time. Fashion is the prevailing style of the period—the "in" things to wear. Fashion changes; styles do not. Stop and think about some of the styles that are in fashion now.

Fads are known as short-lived fashions. Fads are fun and important to fashion; however, they must be recognized for what they are. You may enjoy and wear fads, but do not invest a lot of money in them.

Classics are enduring styles; the ones that never go out of fashion. Classic styles seem to be with us every year regardless of trendy styles. These include the shirtwaist dress, blazer, jeans and pumps.

Now, you're ready to complete the activity on *Fashions and Fads worksheet* and include it in your portfolio.



Fads and Fashions Worksheet

Fashions

List some current clothing fashions. You may include garments and accessory items.

Fads

List some fads that are popular in your school and/or community. You may include garments and accessory items.

Classics

List some classics you have in your wardrobe. You may include both garments and accessory items.

Thought Question

In the space below, explain the important fashions in your town or community.

Date Completed:

Shopping for Quality

Your goal should be to get the best quality merchandise for your money. And, contrary to what many people believe, garment quality does not always mean a high price tag.

Quality can be described as a degree of excellence in production, the higher the excellence, the better the quality. To identify quality in clothing, you must look at specific evidence of production.

On the outside of the garment check:

- *Cut/Grain* - No unnecessary wrinkles, pulling, bagging or sagging of hem, collar, facings, or other garment parts.
- *Hem* - No visible stitches.
- *Fasteners* - Hooks and eyes, snaps, button, and buttonholes in proper location when fastened; securely stitched; buttonhole properly sized for button without unnecessary pulling or pushing when fastened.
- *Zipper* - operates easily, securely and neatly stitched to the garment; color matches closely to the color of the fabric.

On the inside of the garment check:

- *Seams* - Even and at least ½ inch in width; properly finished to keep the fabric from raveling when laundered or dry cleaned; and pressed.
- *Hems* - Smooth, flat, and even in width; stitches even and smooth; edge is finished and free from raveling.
- *Stitching* - Stitches are secure with no puckering or broken lines of stitching; even in width and length; thread color matches fabric color; stress points at pockets, plackets, and other areas are reinforced.
- *Linings and interfacings* - Additional support fabric (interfacing) in collar as well as along and underneath buttons and buttonholes, necklines, cuffs, and other area as needed; no unnecessary bulk; fabric is securely attached and lays flat.

Here are a few additional hints to keep in mind:

Repairing such things as broken lines of stitching, hems and some fasteners is not a real problem if you have some sewing knowledge and expertise. However, garments which appear to be cut off grain and patterned fabrics not matched at seam lines can create a real problem over the life span of the garment.

Fit

Fit follows fashion. Once you've selected an item you like, the next step is to check out the fit.

Fit is a very personal matter, and there are differences in opinion and in personal tastes relating to the amount of wearing ease needed in a garment. Wearing ease equals the amount of living room needed in a garment to make it comfortable to wear.

In addition to wearing ease, garment style influences fit. Design features such as pleats, gathers, and boxy cuts provide additional room in the garment. Some clues that may point to poor fit include unnecessary horizontal folds and/or diagonal wrinkles. Garment discomfort is another clue to poor fit. The most important parts to fit include the neck, shoulder and sleeve area as these can be very difficult and expensive to alter.



Be sure to wear appropriate undergarments when you go to the store to try on clothes. It can be an important factor in fitting clothes and seeing how they look on you. If you try on a garment without considering what you would normally wear under it, you may think you're getting a good fit, only to find that with the extra undergarments the outfit is too tight.

Before moving on to our next section, let's stop and practice some of the information we have just learned. The activity on the *Recognizing Quality Clothing* worksheet is designed to help you become more aware of quality differences in clothing.

Select an item of clothing such as jeans. Find similarly styled jeans at three different stores or purchasing places and compare each of them according to the items listed on the worksheet. You will need to complete a chart for each of the three items. The three completed charts will become part of your portfolio. You're ready to go shopping and complete this part of the project.



Recognizing Quality Clothing Worksheet

Directions: Select one garment you would like to investigate such as jeans. Using the checklist below, judge the quality of three different garments of a similar type. Make a copy of this worksheet for each item to be evaluated.

Item being judged:		Date Evaluated:	
Store/Establishment where item was found:		Garment label/brand name:	
Selection	Not Applicable	Well Done	Could Be Improved
Fabric			
Suitable for pattern design			
Multiple fabrics coordinate			
Interfacing and supportive fabrics coordinate			
Notions			
Thread			
Trim			
Other			
Condition			
Cleanliness			
Pressing			Less Pressing ____ More Pressing ____
Cut on Grain			
Matching of Design			
Facings			
			Cutting on grain ____ Smooth/Even fitting ____
Collar			
			Cutting on grain ____ Smooth/Even fitting ____
Sleeves			
Sleeve Finish: Cuffs or Hems			
			Even in width ____ Sleeve opening being smooth and flat ____ Selecting a finish more suited to fabric ____ Size of stitches ____
Darts			
			Stitching to point ____ Secure threads ____ Pressing proper direction ____
Gathers, pleats, tucks, binding			
			Distributing evenly ____ Even in width ____
Topstitching			
			Size of stitches ____ Stitching straight ____ Thread type ____

Selection	Not Applicable	Well Done	Could Be Improved
Fasteners			Securely fastened ____ Correctly applied ____
Hooks, eyes, snaps, other			
Buttonholes			Lips being even in width ____ All the same size ____ Evenly spaced ____ Size suited to buttons ____
Buttons			Thread shank ____ Securely sewn ____
Zipper, placket			Correct application ____ Even stitching ____
Waistline, band or belt			Even in width ____ Smooth stitching ____ Having interfacing ____
Pockets			Correct application ____ Even in size ____ Correct placement ____
Seams and Seam Finishes			Using a seam finish ____ Removing loose threads ____ Match adjoining seams ____
Hems			Even in width ____ Distributing ease ____ Even stitching ____ Correct edge finish ____
Other:			
Value for money spent			
Summary:			
Date Completed:			



Garment Labels

The importance of finding and reading garment labels and hang tags cannot be overstated. They contain information which will help you get to know more about the garment.

There are two types of labeling, mandatory and voluntary. Mandatory labels represent those required by law to give consumers certain information. These include labels with fiber content, country of origin, manufacturer identification, and care instructions.

When listing fiber content, the manufacturer is required by law (Textile Fiber Products Identification Act) to list the generic or family name of the fiber. For example, polyester is a generic or family name. In addition to the family name you may see another name listed in front of the generic name. This name will always be capitalized and is the brand name. The brand name designates the company who produces it as well as individualizing or separating the fiber from all the others within the family. To the consumer, the generic or family name is the most important. It provides a name we can associate with certain performance characteristics.

The care label is another very important and required piece of information attached to clothing. It is placed in the garment to let you know how to care for it. The durability and performance of the garment will very likely depend on how well you follow the instructions for care. Care label information may be found on the reverse side of the fiber content tag. Or it may be printed and attached at the neckline, waistband, or in a side seam.

Voluntary labeling usually comes in the form of hang tags or printed pieces of paper which tell about features such as finishes on the garment; "Perma-press" is an example. Voluntary labels give more information than required by law about the garment, the weave of the fabric, or special features and functions.



Shopping Etiquette

A discussion on shopping for clothing wouldn't be complete without some mention of shopping etiquette.

The following are some tips to remember about consumer etiquette.

- Do not carry food or drink into a clothing store.
- Conduct yourself in a courteous manner when interacting with sales personnel and other store customers.
- Become familiar with store policies regarding refunds and exchanges before purchases are made.
- The customer is not always right.
- Treat retail workers with the respect you would like to be treated with.

Purchasing Clothing - How to Pay

Once you have found the clothes that are right for you, how will you pay for them? There are a variety of ways to purchase goods. Some of these include cash, lay-away, check, credit, or debit card. Not all stores or purchasing places provide all of these options.

One option you have is to pay cash and take the merchandise with you.

Another option may be a lay-away plan. This is when you ask the store to hold your merchandise until you have completely paid for it. When you use a lay-away plan, the store will ask you to deposit a minimum amount of money and agree to make minimum payments by specified dates. This service may only be provided around major holidays at many retailers.

Checking/debit accounts and are available in almost all instances. If you are under 18 you will need an adult's help to obtain and/or use them. Ask your leader or guardian to discuss these means of payments with you. Both checking/debit and charge accounts can be useful methods of purchasing clothing and other items, provided you use them responsibly. Either technique will provide a record of your purchase(s) and enable you to avoid carrying large amounts of cash.



Shopping and Acquiring Your Garment

It's time to obtain the garment(s) to complete your project activities. You may find it helpful to go back and review various sections of your project book, including the project objectives.

The *Comparison Shopping* worksheet should be completed when you obtain the garment to complete your project. If you attain several garments from a variety of stores, complete a worksheet for each garment. Multiple garments which comprise an outfit may be treated as a single garment and described on one worksheet. The completed worksheet(s) will become a part of your portfolio.

Comparison Shopping

Directions: Before buying the clothing item you have in mind for your project, do comparison shopping at three different clothing establishments or online website of your choice. Also review the preceding charts and information on selecting quality clothing, fit, and fashion fads. Fill out this chart as you do your comparison shopping. When it is completed, put it into your portfolio.

Item to be purchased: _____ (include style and color)

Shopping date(s): _____

Time of day: _____ (List each day and time)

Shopping locale(s): _____

	Store 1	Store 2	Store 3
Fill in type of store:			
Price	\$	\$	\$
Fabric (Briefly describe condition)			
Notion/Trim (Briefly describe condition)			
General Garment Condition (New, vintage, etc.)			
Fit (Hem length, sleeves must be shortened, etc.)			
Construction Fabric: Quality: <ul style="list-style-type: none"> • Seams • Buttons • Hems • Pockets • Collar • Sleeves 			
Care Requirements (Describe)			
Garment Label Fiber Content Brand Name Other			
Other (List and discuss)			
Summary:			
Which store type will you be shopping:			
Explain why:			
Date Completed:			

Leadership and Citizenship Activities

Leadership and citizenship activities are a part of every 4-H project. The following list should serve as a springboard of ideas:

- Assist your leader with meetings.
- Serve as a project teen leader and help younger 4-H'ers with their clothing projects.
- Assist with fashion shows for your club, school, or other community function.
- Model in fashion shows in local stores or community clubs.
- Help 4-H members with clothing demonstrations.
- Do news articles and radio or TV spots about club activities for local, school, and community newspapers and stations.
- Arrange to do a clothing display in the library or a local store on coordinating clothing items or some other topic of interest.
- Sponsor a grooming clinic for special groups.
- Assist with the clothing exhibit at your county, local, and area fairs.
- Help select costumes for a community drama club or the 4-H talent show.
- Collect clothing for home disaster victims.
- Help collect and recycle clothing for non-profits.
- Organize a display at school or in a department store window on clothing or a fabric-related topic.
- Offer to do chores or mending for someone who is unable to leave his or her home.
- Help involve local department stores in presenting programs to your 4-H group or club on accessories or how to shop for clothing.
- Work with younger 4-H'ers in teaching them how to mix and match clothing items.

Project Exhibit/Fashion Revue

You must purchase, construct, acquire and/or recycle one or more garments and/or accessory items to complete at least one outfit based on your identified wardrobe needs and/or desires. The exhibit will consist of the notebook and the garment/accessories acquired.

Interview

The items acquired and/or recycled and their use in your wardrobe must be demonstrated by wearing them during an interview-modeling session. During the session you will be asked the following questions:

1. Which clothing item(s) was (were) purchased? Explain your reason for purchasing.
2. How does the item(s) fit into your wardrobe?
3. Based on your shopping experience, what is the most important thing you would tell someone who is learning how to shop?

Project judging will be based on the following:

- 50% The Portfolio – complete and organize all charts and activities (*see page 3 for information*)
- 20% The Interview – response to questions, behavior, posture, and poise
- 30% Coordination– garment/accessory line and design, texture, color, fit, accessories, value for money spent

Notes

Lined writing area with horizontal ruling lines.



References

- Burns, D. L., & Mullet, K. K. (2020). *The Business of Fashion: Designing, Manufacturing, and Marketing* (6th ed.). Fairchild Books.
- Giri, A., & Johnson, B. (2017). How have retail sales patterns changed across rural America? A case study of Nebraska. *Online Journal of Rural Research & Policy*, 12(2), 1–21.
- Hattingh, M., & Uys, D. W. (2014). In-season retail sales forecasting using survival models. *Orion*, 30(2), 59–71.
- Kalyanam, K., McAteer, J., Marek, J., Hodges, J., & Lin, L. (2018). Cross channel effects of search engine advertising on brick & mortar retail sales: Meta analysis of large scale field experiments on Google.com. *Quantitative Marketing & Economics*, 16(1), 1–42.
- Nukasani, Y. (2020). *Clothing Brand Playbook: How to Start and Grow Your Own Clothing Brand: The Ultimate Step-by-Step Guide On Idea & Planning, Garment Blanks, Design, Manufacturing and More*. Yaswanth Nukasani.
- Classic, Trends, Fads Graphic - *Imogent Lamport's Inside Out Style*, <https://insideoutstyleblog.com/>