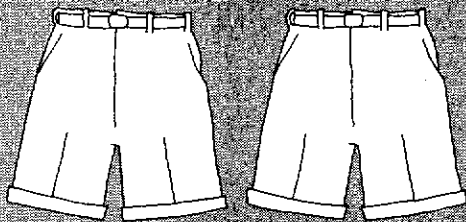


Fashion Magic

In The Marketplace

4-H Clothing Selection Project Series



Buy 1
Get 1
FREE!



Menswear

90 DAYS
same as
CASH

**SPECIAL
PRICES!**



**INSTANT
CREDIT!**

Cash&Carry

**Compare...
and Save!**

Moonlight
MADNESS

NO RETURNS
without a receipt



Sale

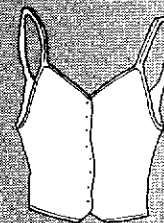
25% OFF!

CLEARANCE



Womenswear

**Rock
Bottom
Prices!**

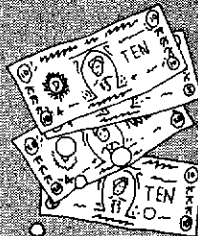


Factory
Outlet

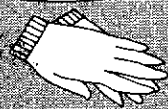
**50%
OFF!**



Buy
Now,
Pay
Later



JUNIORS



**ON
SALE**

1/3 to 1/2 off

4 Convenient Locations!

Womenswear

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90 DAYS
same as
CASH

Cash&Carry

Webster describes shopping as “an examination of goods and services with the intent to buy”; and, as “probing the market in search of the best buys.” Few people would argue that buying in today’s market requires both! And, buying clothing is certainly no exception.

Shopping know-how is not a trait we are born with; it is a skill which must be learned and developed with time and experience. There are, however, some tips and tricks of the trade that even a novice can put into practice with very little effort.

This 4-H project is designed to help you discover and learn more about shopping for clothing. You will have an opportunity to explore and experience the marketplace while learning some valuable behind-the-scenes marketing techniques. The activities you complete in this project will help you become a wiser, more skilled clothing consumer.

The Fashion Magic Series

Welcome again to the Fashion Magic, 4-H Clothing Selection Project Series! You should already be acquainted with at least one other option in the series: *Fashion Magic—Wardrobe Planning*.

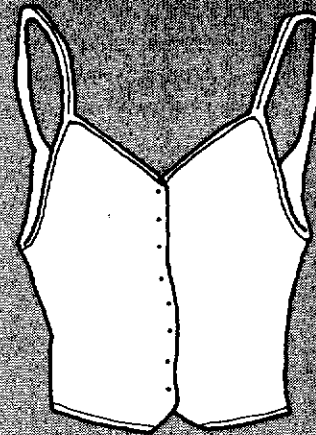
These options are designed for male and female senior 4-H’ers, ages 14 to 19, who have an interest in

clothing and a desire to learn more about successful dressing. Fashion may create magic, but it isn’t done with a magic wand! The Fashion Magic options will help you learn how to be a wizard at choosing, using, and caring for clothing.

The first option, *Fashion Magic—Wardrobe Planning*, is the entry-level project and should be completed before any of the other five. After completing the entry-level option, you may select and complete options in any order. You may enter only one option for competition during a given year and may repeat options if you desire. All of the five senior Clothing Selection options are listed below:

- **Fashion Magic—Wardrobe Planning**
Entry level project: getting to-know-yourself activities, wardrobe inventory.
- **Fashion Magic—In the Marketplace**
Clothing buymanship: making the most of your clothing dollar.
- **Fashion Magic—Clothing Coordination**
Mixing and matching clothing to make the most of your wardrobe.
- **Fashion Magic—Accessories**
Selecting and using accessories to make the most of your clothing.
- **Fashion Magic—Clothing Care and Maintenance**
Care, maintenance and storage of clothing and accessory items.

4 Convenient Locations!
SPECIAL
PRICES!
EASY TERMS



Project Objectives

To complete this project, you will:

1. Read, explore, and then practice “when” and “where” shopping skills in the marketplace.
2. Be able to identify the similarities and differences among fashions, fads, classics, and styles.
3. Establish your own label/hang tag file.
4. Investigate and learn more about garment quality.
5. Demonstrate the use of your increased shopping skills.
6. Complete a Personal Profile Update from your Wardrobe Planning project activities to be used as the basis for planning garment purchase(s) for this project.
7. Shop for and purchase at least one garment.

Project Requirements

It is important that you read the project book carefully and complete all charts and activities.

Notebook

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

1. Title page with a personal photograph; title of project; your name, address, and age.
2. The following activity sheets from this project

booklet, entered in the order listed:

- “Shopping Spree”
 - “Fashion and Fads”
 - “Recognizing Quality Clothing”
 - “Comparison Shopping”
 - “Personal Profile Update”
 - “Wardrobe Profile Update”
3. One to 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 garment(s) you purchase for your project. All pictures should be labeled.

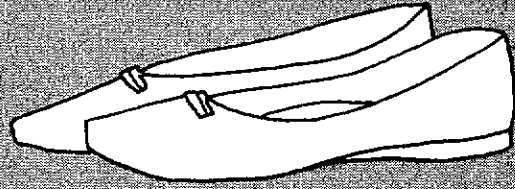
Hang Tag/Label File

Select either a notebook with 12 pocket inserts or a file box with at least 12 divisions. Label with the 12 months of the year.

As garments and clothing items are purchased, store their hang tags and/or information, along with the sales receipt, in the file for the month when the item was purchased. It will probably be necessary for you to label the hang tag and the sales slip to identify the exact clothing item, such as “navy and red plaid long sleeve shirt.” Date of purchase should also be indicated. As you use your file system, you may find other bits of information about the garment to include.

The information given above is a suggested technique for establishing a hang tag/label file. You or your family may already have such a file organized in another manner. Any type of filing system is sufficient as long as it is easy to use, has the necessary information and can be located when needed.

Compare... and Save!



CLEARANCE

Garment/Accessories

You must purchase at least one garment based on your identified wardrobe needs and/or desires. The garment(s) should be evaluated and selected on the basis of quality, fit and price. Items should also be well suited to your personal coloring and body type.

Interview

You must complete an interview-modeling session at which you will wear the item(s) purchased 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 the garment on you (for fit) and in learning about your experiences selecting the garment. During this session you will be asked to answer the following question:

1. Which 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?

Scoring

Project judging will be based on the following (refer to the score card on page 23):

- **The Notebook** (completion of charts and activities; organization) 40%
- **The Interview** (response to questions; behavior, posture/poise, grooming) 30%
- **The Item(s)** (garment/line and design, texture, color, fit, accessories, value for money spent) 30%

Project Exhibit

The project exhibit will consist of the notebook, hang tag/label file, and the garment purchased and chosen for judging.

Other Project Opportunities

Fashion Revue

Make plans to model your garment at your local Fashion Revue activity. The county winner of the Clothing Selection project activity will be eligible to participate in the State Fashion Revue in the Clothing Selection category. The state winner will be honored at the State Fashion Revue program.

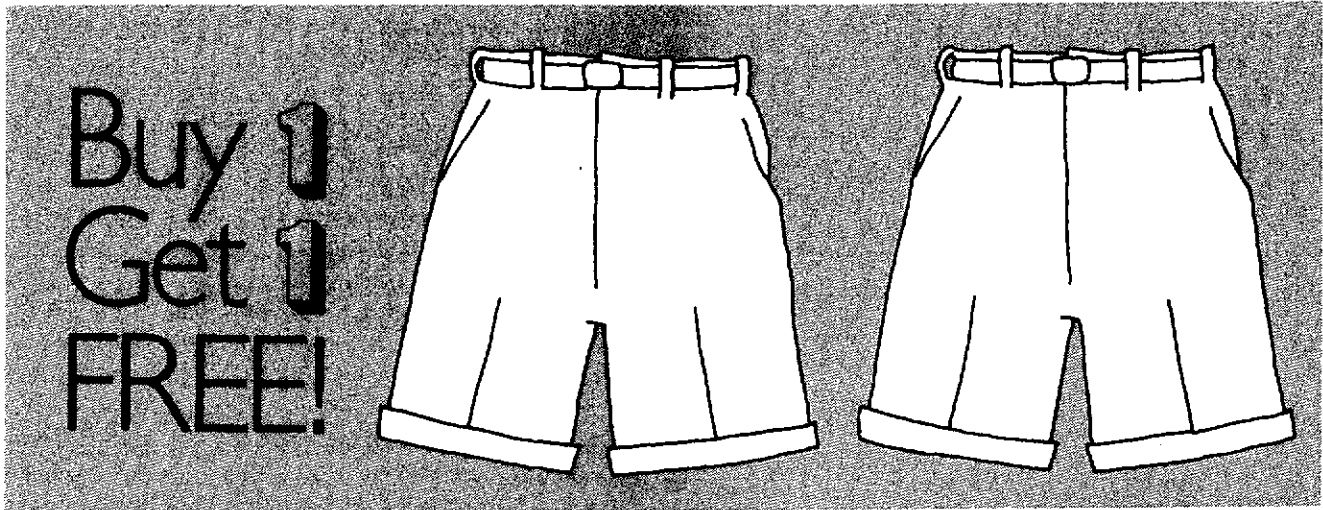
Note: Clothing Selection projects are not eligible for the State Fashion Revue winner competition and a trip to National Congress at this time. To participate in this competition, you must construct your garment and enter the competition through a senior clothing construction category (see 4-H Senior Clothing Construction, Intermediate or Advanced).

Achievement Record Book

Keeping records is a part of life. You will already have been involved in this task as part of your 4-H activities through completion of the charts and records in this and other projects.

Completing the achievement record is simply compiling your project records into a format that allows you to identify what you want to learn and seeing the total picture of what you have completed in the project. The strength of your achievement record is determined by your involvement in leadership and citizenship activities in your major project—as well as other 4-H projects and activities.

An achievement record for this project may be submitted in the Consumer Education category. A record entered in Consumer Education must focus on consumer-related activities.



Where to Shop

O.K., now that you know when to shop, let's talk about where to shop. There are many places from which clothing can be purchased. Let's explore a few.

Store Types

Stores are the first places most people think about when determining where to shop for clothing. There are department stores in which you'll find many separate sections or departments featuring different types of merchandise. Clothing is divided into several departments such as Junior, Petite, Misses, Women, Better Sportswear, Dresses, Bridal, Infants, Boys, Campus, and Men—to name just a few.

Department stores spend a great deal of time and money on advertising, promoting their name and merchandise, and training sales clerks. Merchandise at these stores may carry a bigger price tag reflecting increased services offered customers. You, the customer, ultimately pay for the extra services, such as a nice shopping atmosphere, store charge accounts, delivery service and phone ordering—whether you use them or not. The chief advantages of shopping a department store are that you can take advantage of their many services, the surroundings are pleasant, the many displays give you a better idea of current fashion and garment coordination, the sales clerks are more knowledgeable, and you may possibly have one-stop shopping.

Specialty stores offer limited merchandise, sometimes only one category, such as children's items, women's fashions or men's clothing. These stores usually feature greater depth in a limited number of merchandise lines. You will often find extra sales help here. 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 from sales clerks and the specialty merchandise. You won't have the distraction of other merchandise.

Variety stores feature lower- to mid-priced clothing as well as a multitude of other items. The atmosphere will be one of "fewer frills," and you won't find as much sales help. The store may be a self-service type. Charge accounts and other services offered at department stores will be limited. A skilled shopper with an up-to-date "clothing needs list" may find some good buys in basic wardrobe items. The major advantage of shopping variety stores is the money you can save.

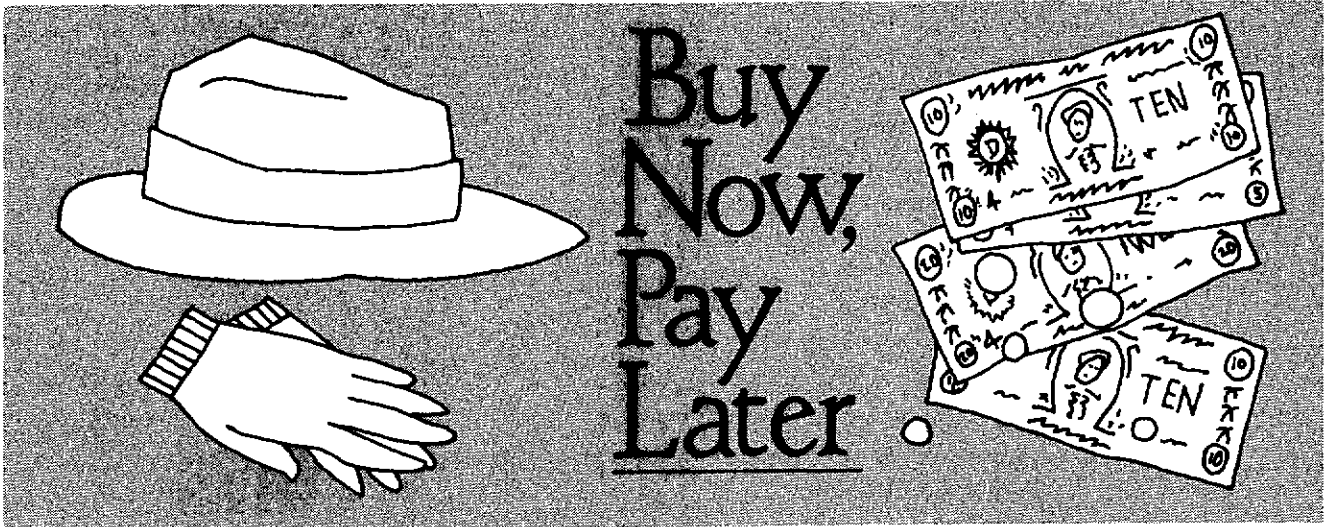
Discount stores can and do vary in many respects—from merchandise quality to store layout. Some discount stores resemble variety stores; others have services and features not unlike department stores. These stores may offer a wide range of clothing quality from poor mass merchandise products to one-of-a-kind designer items. Clothing may be all first quality, or you may find "seconds" or "irregulars." Garments marked as

"seconds"—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.

"seconds" or "irregulars" are sold at a reduced price since they have been identified as having some type of defect in manufacturing or sizing. When considering one of these, look closely for the defect. You can save a great deal of money on these garments if the defect is something you can live with or change with little effort or added expense. You can waste money if the defect spoils the garment for you.

Some discount stores specialize in buying surplus stock from better ready-to-wear manufacturers, including designers. The clothing labels are cut out and the garments are sold at a much reduced price.



Consumer services may be limited at discount stores and price tags can vary from very low to moderately high. Merchandise is generally limited to what is currently on display in the store. Once again, you need to be an informed, confident consumer to buy at your best advantage.

Outlet stores are springing up all over the country. They are 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 chief 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.

Any of the stores discussed thus far could be a chain store. A chain store carries standardized merchandise from city to city. These stores are managed from a central office therefore store policies may not be as flexible as with locally owned stores. Prices can range from low to high, but often chain stores can offer attractive prices because of their volume of sales.

Mail-order and catalog shopping offers shopping convenience yet should be used carefully. Before ordering, determine if the company is reputable. It can be a great hassle to try to get a refund or to exchange items from a "shady" mail-order company! However, there are many fine mail-order companies that have very good reputations. Ask your local county home economics agent for additional information and publication HE 2-805 *Catalogue Shopping*.

The advantage of shopping by mail-order or catalog is that the merchandise is shipped to your home or to your local catalog outlet store. You can then try on the garment in private and also compare it with your existing wardrobe. Do keep in mind, however, that sufficient time must be allowed between the time you order the garment and the time you can wear it.

Garments which are not suitable in terms of color, fit, design, or quality can be returned easily to a reputable company. Instructions on how to send back items for exchange or refund are usually provided in the catalog and may also be enclosed in the mailing container.

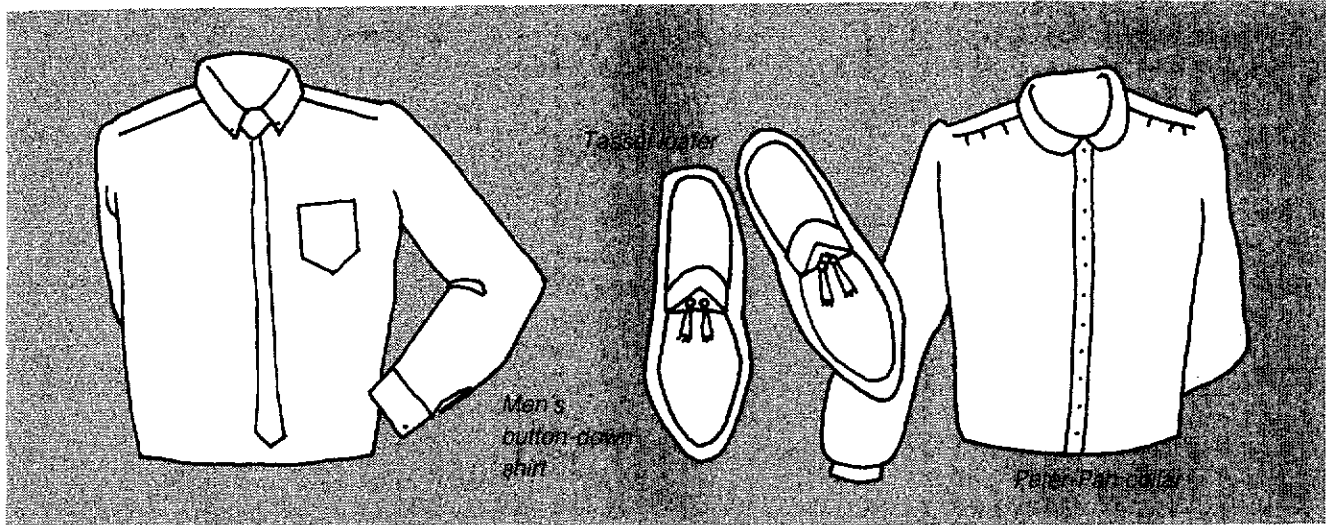
A **second-hand** or **like-new** clothing store can be a surprisingly satisfactory place to shop for your clothing needs! The choices range from thrift-shop type stores to vintage clothing to high fashion resale shops. You may want to sell or donate some of your used clothing through a store of this sort. Check the stores in your locale for policies regarding resale and repairs required on items to be sold. Clothing in these store are frequently new or nearly new in terms of previous use or wear.

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 1950s or an old evening bag. High fashion resale shops are generally more limited to large cities because the merchandise is frequently designer clothing that has been worn only a few times. Men and women who sell their clothing to these shops are generally fashion innovators and fashion leaders who change their wardrobes often in order to wear what is upcoming and new. People who shop at vintage stores can buy fine quality clothing at a reduced price.

Another consideration might be a **yard or garage sale** where 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. A smart consumer will attempt to find out the reason the clothing is being sold. The prices are generally very low, and you may be able to bargain with the owner for an even lower price.

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

1. the item doesn't fit and needs time-consuming renovation.
2. you have nothing to wear it with.



Shopping Locale

You can find places to shop almost anywhere: downtown, shopping centers and malls or scattered in residential sections of town. Or what about your own home? Let's take a closer look at some advantages and disadvantages of these various shopping locales.

In many cities and towns, **downtown shopping** is past history. The problem: inadequate parking and the increase of suburban shopping centers and malls. There are, however, some advantages to shopping downtown. Many retailers continue to operate their original stores in the downtown area. This so called "main store" may carry a much better selection than the "branch" stores in the suburbs. Larger cities may also have a bus system that will take you to the downtown area with ease and comfort.

Shopping centers and malls are located near major highways and freeways making them easily accessible for people with private or public transportation. There will probably be adequate parking, a variety of stores from which to choose and an adequate selection of merchandise. Shopping centers and malls may also offer restaurants, banks, theaters and other shopping and entertainment conveniences. They are often referred to as one-stop shopping areas.

Catalogs for home shopping can be obtained in many ways. They can almost always be picked up or purchased at a store that offers catalog shopping. The cost is usually minimal, and in some instances may be deducted from your first order. You can also order a catalog by sending for it by mail, or you may receive catalogs free of charge from certain stores. In some instances, all you need to do is request to be put on a mailing list.

Finding a **yard/garage sale** is not a difficult task. Read through the classified ads, check community bulletin boards at grocery stores, look for posted signs when driving through residential areas. You'll probably find more shopping opportunities than you can

possibility cover in a day. Weekends seem to be a popular time for these sales.

Now you're ready to test what you've just learned about "when" and "where" to shop. Turn to **Shopping Spree**, page 14, for a description of the activity and the form to follow. The Shopping Spree activity sheet will go into your project notebook.

What to Look For

Fads vs. Fashion vs. Classics vs. Styles

Having already completed Unit I, *Fashion Magic—Wardrobe Planning*, of the 4-H clothing selection/buyership project series, you should remember how to analyze your physical characteristics and personality type to determine what styles and colors are most flattering. With this in mind, let's turn our thoughts to garment fads, fashions, classics and styles. These are also important clothing factors to consider while shopping prior to the point of 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 and thus its style.

Fashion can be defined as a style that is popular at a given time. For example, skirts and pants with pleats may be the so-called "in" thing to wear. That's fashion—the most popular garment styles being worn by the majority of people at a given time.

You may have heard someone say, "Bell bottom pants have gone out of style." What they actually mean is that bell bottom pants have gone out of "fashion."

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 and list them on the form on page 20.

INSTANT CREDIT!

Fads are known as short-lived fashions. Have you ever gone out and bought something because it was the "latest" fashion and you felt you had to have it—only to find you wore it for just a short time?

Most of us have been victims of fads. Fads are fun and important to fashion; however, they must be recognized for what they are. Wise clothing consumers may enjoy and wear fads, but do not invest a large portion of their clothing dollar in them. Fads are items in which a compromise in quality might be made as a way to reduce cost.

Some fads already "out": twist-a-beads, add-a-beads, and Michael Jackson jackets. Identify some current fad items on the form on page 20.

Classics are called the "enduring" styles; the ones that just never seem to go "out of fashion." Classic styles seem to be with us every year regardless of the

so-called trendy styles. These include the shirtwaist dress, blazer, jeans and pumps.

Now, on page 20, list some classics you have in your wardrobe. You're ready to complete the activity on Fashions and Fads.

Shopping for Quality

The name of the shopping game is to get the best merchandise for the money spent. 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 workmanship; the higher the excellence, the better the quality. To identify quality in clothing, you must look at specific evidence of workmanship.

On the outside of the garment check:

Cut/Grain

- No unnecessary pulling, bagging or sagging of skirt hem, collar, facings or other garment parts.
- No unnecessary wrinkles in collar, facings or other parts.

Fabric

- Checked, striped or plaid fabric matches at major seam lines (center front, center back, sides).

On the inside of the garment check:

Seams

- Even in width, at least $\frac{1}{2}$ "
- Properly finished to keep the fabric from raveling when laundered or dry-cleaned.
- Pressed.

Hems

- Even in width throughout.
- Stitches even and smooth; however, not evident from the outside of the garment.
- Smooth and flat.
- Hem edge is finished and not raveling.

Stitching

- Even in width and length.
- Thread color matches fabric color.
- Stitches are secure; no puckering or broken lines of stitching.
- Stress points at pockets, plackets, and other areas are reinforced (double stitched or smaller stitches).

Fasteners

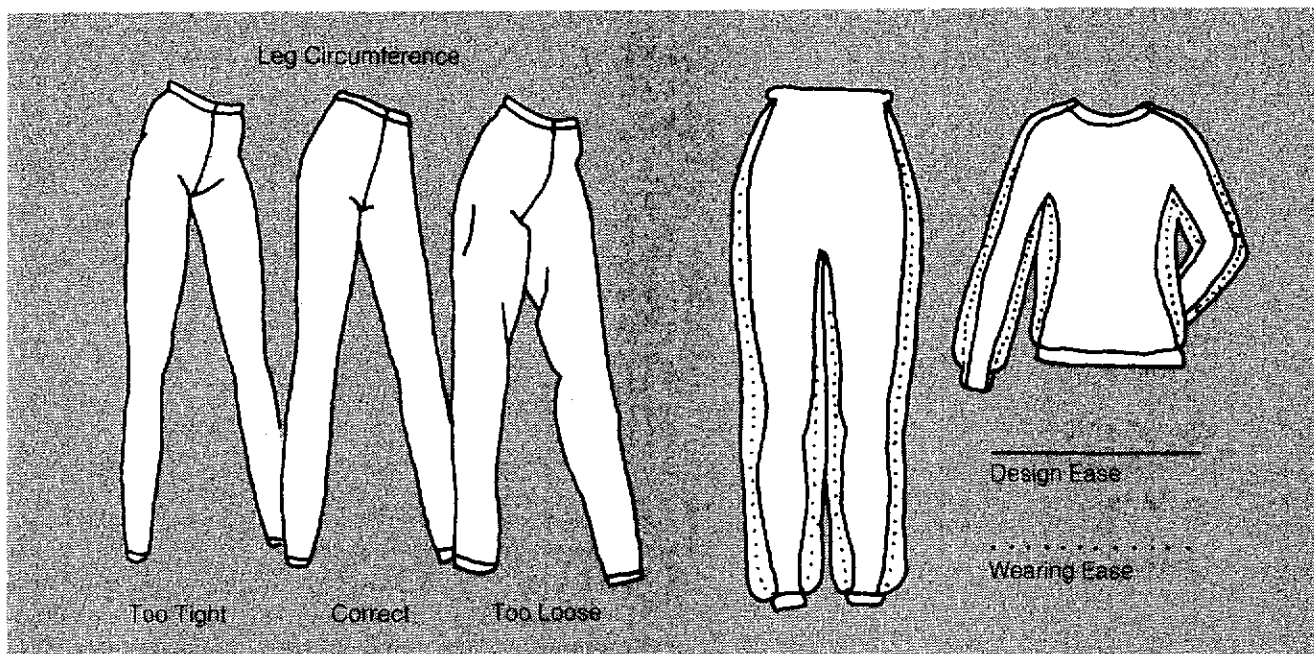
- Hooks and eyes, snaps, button and buttonholes in proper location when fastened.
- Stitched securely to the garment.
- Button slides through buttonhole without unnecessary pulling or pushing.

Zipper

- Operates easily.
- Securely stitched to the garment.
- Matches closely the color of the fabric.

Linings and Interfacings

- Additional support fabric (interfacing) in collar as well as along and underneath buttons and buttonholes, necklines, cuffs and other areas as needed.
- No unnecessary bulk; fabric securely attached and flat.



If you know how to sew, you will probably be able to list other points to check. Your project leader, 4-H or home economics agent can provide you with additional information about judging clothing quality.

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.
- Shop for the very best quality you can afford. If you must compromise, do so on items which you do not plan to wear more than a short period of time.

Fit

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

When you try on a garment, there are several points to consider. Fit, however, 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 = the amount of living room needed in a garment to make it comfortable to wear.

In addition to wearing ease, garment style influences fit. Garment style is how the garment is made. 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, of course, 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.

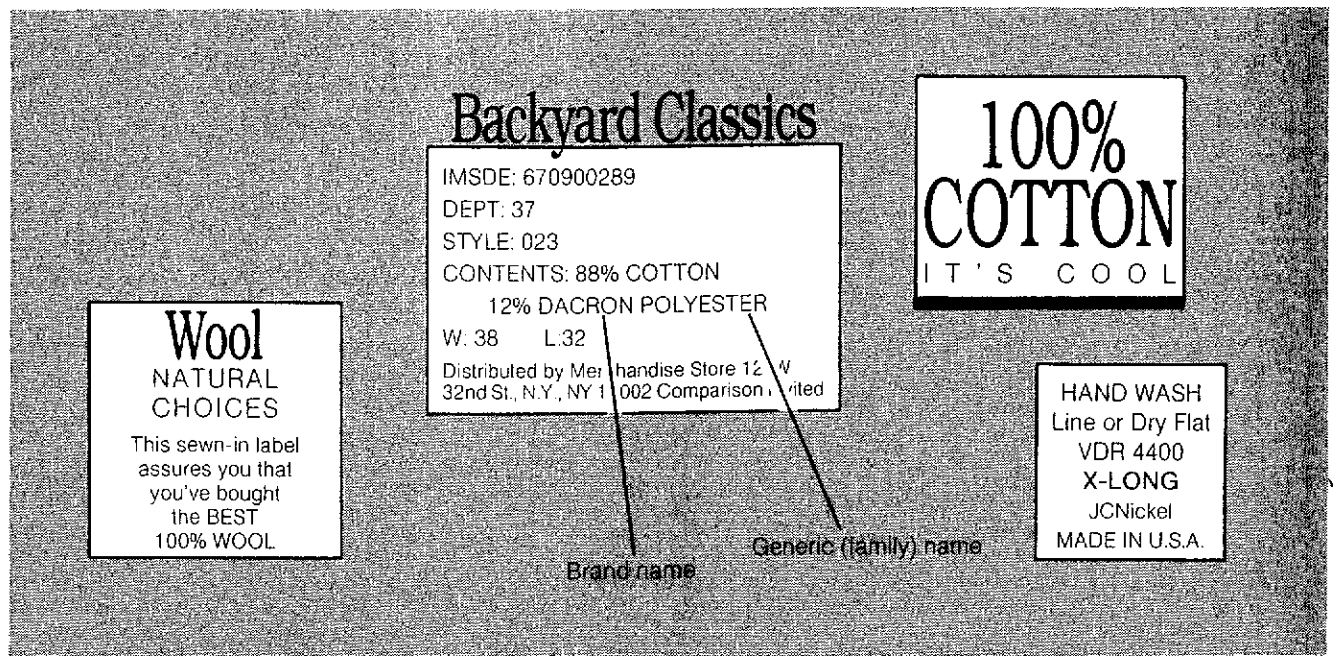
Be sure to wear appropriate undergarments when you go to the store to try on clothes. This may sound funny, but it can be an important factor in fitting clothes and seeing how they look on you. If you try on a garment without considering what you would normally wear under it, you may think you're getting a good fit, only to find that with the extra undergarments (slip, t-shirt, etc.) the outfit is too tight!

Once you have the garment on, be sure to move around in it to see if you can move comfortably. Remember, you won't be standing like a statue in front of a mirror for very long.

If you are trying on pants, sit down and bend your knees. In other garments, move your arms, bend elbows and check the comfort and fit in the shoulder and sleeve areas. All of these factors will help you make a decision on garment fit.

Before moving on to our next section, let's stop and practice some of the information we have just learned about "what to shop for." The activity on page 15, "Recognizing Quality Clothing," is designed to help you become more aware of ready-to-wear workmanship; i.e. 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 form. You will need to complete a chart for each of the three items. The three completed charts will become part of your notebook. You're ready to go shopping and complete this part of the project. Turn to page 15.



Garment Labels

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

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. Let's take an example and see how it works.

To the consumer, the generic or family name is the most important. It provides a name we can associate with certain performance characteristics. Once you get some experience with fiber performance, you will be able to select those that fit your likes and dislikes. In the meantime, your leader and/or agent can provide you with information about fibers and expected 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 properly. 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 as a separate label. It may be attached at the neckline, waistband or in a side seam. These labels can be stiff and most uncomfortable until the garment has been laundered or dry cleaned. Therefore, don't be guilty of ripping it out when you first purchase the garment only to find later that you have no information to guide you in caring for the item.

Voluntary labeling also contains important clothing information. You may or may not find voluntary labels on clothing, depending on the manufacturer and the type of place you purchase the item. 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.

All labels, regardless of type, make it easier for the consumer to determine whether the garment in question is appropriate and will function as desired. Learn to use garment labels and hang tags. They can help you make a wise decision on whether to purchase.

When you arrive home with your purchase, remove the hang tags and file them away, along with your sales slip, for future reference. Many retail clothing stores and most garment manufacturers will stand behind their garments in case of poor performance provided you, the consumer, have:

1. followed the care instruction,
2. used the garment for its intended purpose, and
3. retained the sales slip verifying purchase.

Unsatisfactory garments can then be returned for full purchase price or a new garment.

Factory
Outlet

Rock
Bottom
Prices!

50%
OFF!



JUNIORS

If you do not already have a garment label/hang tag file, now is the time to begin one! There are instructions for setting up a file on page 3; however, you may design your own. The label/hang tag file is part of your project exhibit materials and must accompany your notebook. Be sure to include the tags from all your newly purchased garments from this point forward.

Shopping Etiquette

A discussion on shopping for clothing wouldn't be complete without some mention of shopping etiquette. Have you ever been shopping and felt that the store personnel were not treating you very well? There may have been a specific reason for that treatment.

The following are some tips to remember about consumer etiquette in the marketplace. When you look and act like a serious consumer, you are more likely to be treated as a serious consumer.

- Dress neatly and be well groomed.
- Do not carry food or drink into a clothing store and do not smoke in a store.
- Conduct yourself in a courteous manner when talking to sales personnel and other store customers.
- Become familiar with store policies regarding refunds and exchanges before purchases are made. Don't hesitate to ask this information before you buy.
- If problems should occur with a sales clerk, discuss the situation courteously with the store manager.

Purchasing Clothing—How to Pay

Once you have found the clothes that are just right for you, how will you pay for them?

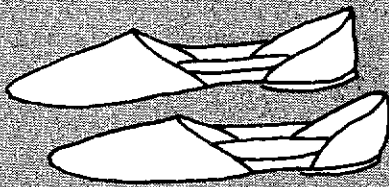
There are a variety of ways to purchase goods. Some of these include cash and carry, lay-away, paying by check, and charge account. Not all stores or purchasing places provide all of these options. Let's examine each one.

One option you have in almost all instances is to pay cash and take the merchandise with you. This is known as **cash and carry**.

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 at specified dates. When you have completely paid for the item, you can then pick it up. Stores that offer this option may have an extra charge for the use of this service; however, it is usually a small amount.

Checking accounts and **charge accounts** can be a more complicated means of paying for merchandise. If you are under age 18 you may have to have your parent's or an adult's help to obtain and/or use them. Ask your leader and/or parent to discuss both means of payment with you.

Moonlight MADNESS Sale



25% OFF! SALE!

NO RETURNS without a receipt

Both checking 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. However, it is important to keep in mind that both a credit card and a check are "legal tender." They tell the merchant you have the money to pay for these items. Misuse or careless use of these accounts can result in a bad credit history and a pile of bills you are unable to pay. Not all stores or clothing retailers provide customers the opportunity to use either of these methods of payment. Before making a purchase, ask the sales person what type of payment services they offer.

Project Completion

Do you feel like a more knowledgeable clothing consumer? If you have completed all of the project activities up to this point, you are aware of the basic fundamentals of being a good clothing consumer. The time has now come for you to make a clothing purchase and put into practice all of the pointers you have learned. However, before taking off on a shopping trip, a wise consumer plans the purchase.

Wardrobe update. Begin by examining your wardrobe and determining what clothing item(s) to

buy. A wise clothing purchase will be an asset to your wardrobe. Turn to page 18 and complete the activity and chart, *Wardrobe Profile Update*. Be sure to include this chart in your notebook.

Your personal profile. Your next step is to "review" yourself—your physical body characteristics and coloring, your personal style and life style. Turn to page 19 and complete the *Personal Profile Update* chart. You may find it helpful to refer to the *Getting To Know Myself* activities you completed in the *Fashion Magic—Wardrobe Planning* project.

Shopping and purchasing your garment. It's time to shop for and purchase 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 on page 3 before you leave for your shopping trip.

It is advisable that you discuss your project and your final purchasing decision with your parent(s) and/or your project leader. They may be able to offer some additional suggestions to help you make a wise purchase and become a super shopper.

The *Comparison Shopping* chart, pages 21-22, is to be completed when you shop for and purchase the garment to complete your project. If you purchase several garments from a variety of stores, complete a chart for each garment. Multiple garments which comprise a costume (a suit composed of jacket and slacks/skirt) may be treated as a single garment and described on one chart. The completed chart will become a part of your notebook.

Have fun shopping and completing this final activity of the *Fashion Magic—In The Marketplace* project!

Shopping Spree

Directions: Plan one (or several) shopping trips to visit at least **three** different places where clothing can be purchased. Plan to visit a variety of locations. **You will need to make 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.)

Time of day visited

Describe the clothing establishment by including:
Type of sale in progress (if any)

- How the sale was identified

Departments visited

Store hours

Write a brief description about:
Clothing displays

Sales personnel (appearance, numbers, friendliness, etc.)

Store's advertising techniques (in store, windows, radio, newspaper, etc)

General appearance of merchandise

Shopping atmosphere

Summary: Briefly summarize your general impression of this clothing establishment. Would you shop for clothing here? Why or why not?

Conclusion: Summarize your shopping spree experience(s).

How will this activity help you become a better shopper?

Date Completed _____

Recognizing Quality Clothing

Directions: Select *one* garment you would like to investigate such as jeans. Using the check list below, judge the quality of *three* different garments of a similar type. Before beginning this exercise, review the information on page 9. Ask your leader and/or county agent to provide you with some additional information about judging clothing quality from the *Fashion Magic Leader Guide* (*Quality Construction Guide* and *Recognizing Clothing Bargains* are two such items). Make three copies of this form in order to use one judging sheet for each garment.

Item being judged: _____

Date evaluated: _____

Store/establishment where item was found: _____

Garment label/brand name: _____

Price: _____ Was it on sale? _____ If "yes," what was original price? _____

Selection	Not Applicable	Well Done	Could Be Improved By
------------------	-----------------------	------------------	-----------------------------

Fabric

- Suitable for pattern design
- Multiple fabrics coordinate
- Interfacing & supportive fabrics coordinate

Notions

- Thread
- Buttons
- Trim
- Other

Condition

- Cleanliness
- Pressing
 - less pressing _____
 - more pressing _____

Cut on grain

Matching of design

Construction	Not Applicable	Well Done	Could Be Improved By
Facings			<ul style="list-style-type: none"> • cutting on grain _____ • smooth/even fitting _____
Collar			<ul style="list-style-type: none"> • cutting on grain _____ • smooth/even fitting _____
Sleeves			
Sleeve finish			
<ul style="list-style-type: none"> • Cuffs 			<ul style="list-style-type: none"> • being even in width _____ • sleeve opening being smooth & flat _____
<ul style="list-style-type: none"> • Hems 			<ul style="list-style-type: none"> • selecting a finish more suited to fabric _____ • being even in width _____ • size of stitches _____
Darts			<ul style="list-style-type: none"> • stitching to point _____ • secure threads _____ • pressing in proper direction _____
Gathers, pleats, tucks, bindings			<ul style="list-style-type: none"> • distributing evenly _____ • being even in width _____
Topstitching			<ul style="list-style-type: none"> • size of stitches _____ • stitching straight _____ • type thread _____
Fasteners			
<ul style="list-style-type: none"> • Hooks & eyes, snaps, other 			<ul style="list-style-type: none"> • securely fastened _____ • correctly applied _____
<ul style="list-style-type: none"> • Buttonholes 			<ul style="list-style-type: none"> • lips being even in width _____ • buttonholes being all the same size _____ • being evenly spaced _____ • size suited to buttons _____
<ul style="list-style-type: none"> • Buttons 			<ul style="list-style-type: none"> • thread shank _____ • correct application _____
<ul style="list-style-type: none"> • Zipper, placket 			<ul style="list-style-type: none"> • correct application _____ • even stitching _____

Construction <i>(continued)</i>	Not Applicable	Well Done	Could Be Improved By
--	-----------------------	------------------	-----------------------------

Waistline, band, or belt

- being even in width _____
- smooth stitching _____
- having interfacing _____

Pockets

- correct application _____
- being even in size _____
- correct placement _____

Seams & seam finishes

- using a seam finish _____
- removing loose threads _____
- matching adjoining seams _____

Hems

- being even in width _____
- distributing ease _____
- even stitching _____
- correct edge finish _____

Other:

Value for money spent:

Summary:

Date Completed _____

Wardrobe Profile Update

Directions: You will find it helpful to update at least one section of the **Wardrobe Inventory** chart you completed for project option 1, *Fashion Magic—Wardrobe Planning*. Then complete the information below to help you identify how the garment(s) and/or accessory(ies) you plan to purchase can be used in your wardrobe. A review of this chart will help you answer questions during the interview portion of your project completion. Include this in your notebook.

1. On what basis did you choose the item(s) you plan to purchase? Check the most appropriate answer(s).

- It is an item I have never had in my wardrobe.
- It is a new color, design, or texture for me.
- I am replacing an item that is too small, too large, worn out, I didn't like.
- I need a special occasion item for _____.
- I don't need the item, but want to add it to my wardrobe because I like it.

2. How often will you be able to wear the purchased item(s)? Check only one.

- Year round to for casual occasions
- Year round for dress-up
- Year round for all occasions
- Only for special occasions
- In the summer for casual occasions
- In the winter for casual occasions
- In the summer for dress-up
- In the winter for dress-up

How often _____

3. Using your wardrobe inventory, identify *other* clothing items which can be worn with the item(s) to be purchased. *List* by name, color and style. (Add additional lines if necessary.)

Item(s) acquired

Other items to be worn with item(s) acquired

Date Completed _____

Personal Profile Update

Directions: Use the following chart to update the information you gathered about yourself in the first project option, *Fashion Magic—Wardrobe Planning*. It is a combination of several charts you completed in the first project. Complete all information. You may want to refer back to your first notebook or the project book.

Body Characteristics

Silhouette:

Height:

- Tall
- Average
- Short

Frame:

- Small-boned
- Medium-boned
- Large-boned

Contour:

- Slender
- Plump
- Stocky
- Angular

Other Body Characteristics:

List other distinctive body characteristics which influence the clothing styles you select (long arms, long legs, etc.).

Garment Styles

According to my body characteristics, my most flattering garment styles are: (straight-legged pants, A-line skirts, western-style shirts, V-neck dresses, etc).

Styles which **do not** flatter my body:

Personal Style

My facial features are _____

My best or most flattering hair style can be described as _____

My natural walk and body gestures can be described as _____

My personality can best be described as _____

The following words can be used to describe me:

Personal Coloring

My personal color is: (check one in each category)

Skin

Tone:

- Light
- Medium
- Dark

Undertone:

- Yellowish
- Blue-Pink

Hair

Tone:

- Light
- Medium
- Dark

Color:

- Blonde
- Brown
- Black
- Red

Eyes

Tone:

- Light
- Medium
- Dark

Color:

- Blue
- Grey
- Green
- Black-Brown

My three most flattering colors are:

Life Style Analysis

Personal Data (Check the most appropriate description.)

Where you live:

- Farm Rural nonfarm
 Small town Suburban
 Urban

What type of activities are you required to do at home? _____

List the school and community clubs and organizations in which you are involved:

Date Completed _____

Fashions and Fads

Styles

List some of the styles of garments you have in your wardrobe. Include garment type and cut (for example: gathered skirt, double-breasted suit).

Fashions

List what you believe to be 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.

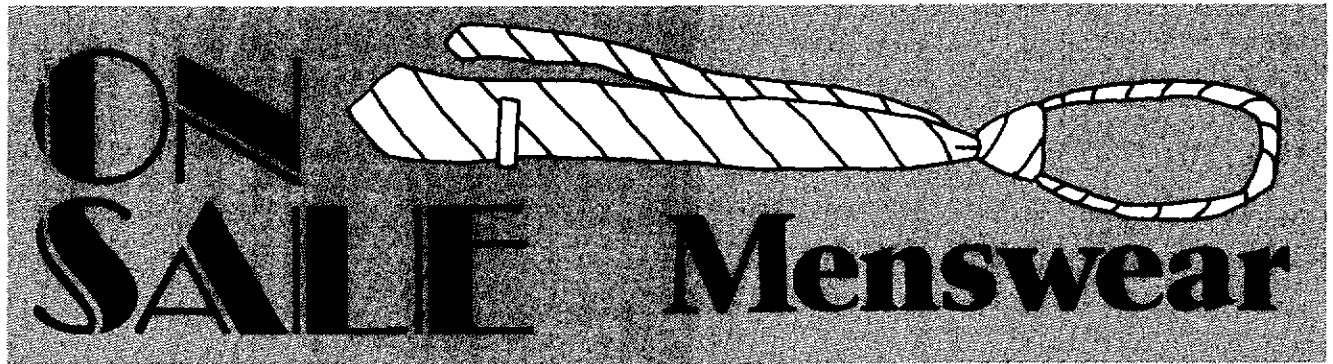
Classics

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

Thought Question

In the space below, explain what you believe to be the importance of fashion in your town or community.

Date Completed _____



In The Marketplace

Shopping for clothing is motivated by a lot of things—much of which can be summed up in two words: need or desire. Your need to purchase a new item or replace a current one may be the factor that gets you to the shopping arena. On the other hand, your favorite Friday night 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.

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. These “whens” can almost always be arranged around a most desirable marketplace factor: *a sale*.

Sales

Almost every time you walk past a store these days, it seems there is another sale going on. 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. You will find your best buys at this time as the store must move these items and will reduce prices drastically. The biggest clearance sales are after Christmas and in July.

Next are **annual sales**. Some stores may refer to them as biannual or semiannual sales, but they are basically the same. 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. The object of these sales is to tempt you, the consumer, into the store and encourage you to spend your money.

The third type is the **anniversary sale**, which can take on many names. It could be an anniversary of a store opening, birthday sales such as “President's Day Sale,” or holiday sales like “Memorial Day Specials.” These sales are also meant to draw the customer into the store to spend money. Once again, the price reductions can be substantial, but not as much as the clearance sale. The smart shopper will watch for and analyze sales carefully before purchasing.

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 or rash choices. You don't want to be guilty of buying something because it was on sale, only to find that it doesn't fit into your wardrobe.

Watch your newspaper for advertisements about upcoming sales. Wednesdays and Sundays are frequently big days for sale advertisements.

Read advertisements completely and carefully. It's easy to read only what you want to see in an advertisement only to be disappointed by the real situation when standing at the cash register.

When buying clothing at a clearance or “out-of-season” sale, it's a good idea to ask yourself a few questions.

“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.

Another factor to consider is the time of day you shop. Different people prefer different times. Some may enjoy shopping at peak hours when stores are crowded. These people can do their “best buying under pressure.” Others like to go during slack hours to shop at a relaxed pace and be assured of ample parking and plenty of sales help. It's up to you to determine your best time to shop.

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

Comparison Shopping—In the Marketplace

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

Item to be purchased: _____
 (Include style and color.)

Shopping date(s): _____ **Time of day:** _____
 (List each day and time.)

Shopping locale(s) _____

Fill in type of store.			
Price			
Fabric (Briefly describe condition.)			
Notion/Trim (Briefly describe condition.)			
General Garment Condition (Describe: new, vintage clothing, etc.)			
Fit (Describe: hem too long, sleeves must be shortened, etc.)			

(Comparison Shopping Continued)

Construction (Briefly describe.) Fabric: Workmanship: Seam Buttons Hems Pockets Collar Sleeves			
Care Requirements (Describe.)			
Garment Label (Describe.) Fiber content: Brand name: Other:			
Other (List and discuss.)			

Summary

Which store type will you be shopping? _____

Explain why: _____

_____ **Date Completed** _____

Fashion Magic – Wardrobe Planning Scorecard

Clothing Selection

<i>Excellent</i>	<i>Very Good</i>	<i>Fair</i>	<i>Needs Improvement</i>	<i>NA</i>
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The Notebook (40%)

• Photographs					
• Completion of Charts					
• Notebook Reflects Apparel Needed					
• Other (specify)					

The Presentation (30%)

• Response to Question					
• Presentation of Self					
• Posture/Poise					
• Grooming					
• Make-up					

The Item on the 4-H'er (30%)

• Fabric Texture					
• Color					
• Garment Design					
• Fit					
• Accessories					
• Value for Money Spent					

Decisions of the judges are final.

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