

Arts
& Lifestyle

Fashion & Style



Activity Guide



Saskatchewan

4-H MOTTO

Learn to do by doing.

4-H PLEDGE

I pledge

My HEAD to clearer thinking,

My HEART to greater loyalty,

My HANDS to larger service,

My HEALTH to better living,

For my club, my community and my country.



4-H GRACE

(Tune of Auld Lang Syne)

We thank thee, Lord, for blessings great

On this, our own fair land.

Teach us to serve thee joyfully,

With head, heart, health and hand.

This project was developed through funds provided by the Canadian Agricultural Adaptation Program (CAAP). No portion of this manual may be reproduced without written permission from the Saskatchewan 4-H Council, phone 306-933-7727, email: info@4-h.sk.ca.

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Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



AGRICULTURE COUNCIL
OF SASKATCHEWAN INC.

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Fashion Icons

Time: 45 minutes

What you will learn

To identify fashion designers and companies, and how they made an impact on the modern fashion industry.

What you need

- Fashion and Style Reference Guide
- Access to Internet or library

Instructions

1. The modern fashion industry has seen many designers and companies go from humble beginnings to become internationally recognized and renowned. The Fashion and Style Reference Guide mentions some of these fashion icons, but there are many more. Knowing about the history of fashion design will help you understand modern styles, as well as give you inspiration for your own designs.
2. Choose a fashion designer or design company to research. Using the Internet or books from the library, answer the following questions. Write down your answers on a piece of paper.
3. Who is the fashion designer or design company that you chose to research?
4. When did they begin designing clothing? How did they start?
5. What is their signature style?
6. If able, print off photos of your favourite designs or garments.

Discussion Questions

Had you heard of this fashion designer or design company before you researched them? If so, where?

What styles do you like from this designer? What styles do you not like? Why or why not?

How could knowing about fashion designers influence your own designs and/or design company?

Personal Style Assessment

Time: 1 hour

What you will learn

To identify the colours, silhouettes and garments that makes up your personal style.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencils
- Access to your personal clothing collection

Instructions

1. Although you may spend time daily thinking about what you're going to wear, you may have never taken time to identify and define your personal style. Knowing what colours, silhouettes and garment types you wear on a regular basis can help you choose new clothing to design or purchase. It also may help you to stretch your style boundaries by trying out clothing that is outside of your comfort zone.
2. With a paper and pencil in hand, go to your closet or dresser and begin looking through all your clothes. You will need to identify the following information as you look at your clothing collection.
 - In what colour do you own the most clothing? Second-most? Third-most?
 - What types of garments do you wear on a regular basis (jeans, sweatpants, skirts, t-shirts, blouses, dresses, hoodies, etc.)?
 - What types of footwear do you wear on a regular basis?
 - What types of accessories do you wear on a regular basis?
 - Of the different types of garments that you own, what are the most common silhouettes? (i.e. – Are your jeans flared, skinny, straight or relaxed fit? Are your shirts tight and short, or flowy and long?)
3. Once you have gone through your entire clothing collection and identified common colours, types, and silhouettes, you should have a basic assessment of your personal style.



Discussion Questions

In what ways could knowing your personal style help you purchase or design new clothing?

How could knowing your personal style help you to stretch your style boundaries?

Share your personal style assessment with your 4-H club members. Does anyone share a similar style with you?

Body Type and Colour Assessment

Time: 30 minutes

What you will learn

To identify your body shape and skin tone, and recognize how they affect the garments and colours that you wear.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencil
- Body-length mirror
- Access to Internet (optional)

Instructions

1. The *Fashion and Style Reference Guide* contains information about the different body types of men and women, as well as the four common skin tones. Find a full-length mirror, wear form-fitting clothing, and use the descriptors to identify your body type and skin tone.
2. If you would like more information on your body type or skin tone, visit the websites listed in the *Fashion and Style Reference Guide*.

Discussion Questions

What is your body type? How did you identify it?

Based on your body type, what clothing do you look best in? What clothing should you avoid?

What is your skin tone? How did you identify it?

Based on your skin tone, what colours do you look best in? What colours should you avoid?

How can wearing the right colours and garments affect the way you look?

Personal Style Scrapbook

Time: 1 hour

What you will learn

To identify clothing styles and colours that inspire you.

What you need

- *Fashion and Style Reference Guide*
- Access to Internet or magazines
- Paper
- Binder or notebook
- Scissors
- Glue

Instructions

1. Your personal style will grow and change throughout your life. One of the ways to avoid falling into a style rut is to keep track of what styles and colours you enjoy or that inspire you, and use that information to help you choose new clothing to buy or design. Creating a style scrapbook will allow you to store images of clothing (from advertisements, magazines, photographs, etc.) to use as inspiration.
2. Find some recent catalogues or magazines that you don't mind cutting up (or access the internet to print off images). As you flip through the pages, cut out images of garments, footwear or accessories that speak to you and glue them into your style scrapbook. You may want to create separate sections for different types of clothing in your scrapbook, decorate the front cover, or even leave room for sketches. However you design or setup your scrapbook is entirely up to you – this is the place where you can go to be inspired as you begin the design process! Continue adding images to your style scrapbook throughout the course of this project.

**If you are a user of the website Pinterest, you also have the option of completing this activity entirely online. Create a board on your Pinterest account entitled "Personal Style" and pin images that inspire you.

Discussion Questions

Where did you find images for your design scrapbook?

Are there any similarities in the garments, footwear, or accessories that you glued into your scrapbook? Do they match your personal style?

Are there any designers who have multiple garments in your scrapbook? Who? What types of garments?

The Fashion Design Process

Time: 15 minutes

What you will learn

To identify the steps in the fashion design process, and begin following them.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencil

Instructions

1. Following the steps of the fashion design process (as outlined in the *Fashion and Style Reference Guide*) will help you stay on track as you begin your work as a fashion designer. Refer to the Reference Book, and make a checklist of the eight different steps. As you complete each step, mark it off on your checklist.
2. The first step in the fashion design process is to identify the client or market. Take a moment to consider whom your first designs will be for – likely, your first client will be YOU.

Discussion Questions

Why is it important to follow the steps in the fashion design process?

Who will be your first design client?

How does knowing who your design client or target market influence your designs?

Sketchbook Creation

Time: 30 minutes

What you will learn

To create a fashion sketchbook.

What you need

- Binder and paper or notebook
- Pencil
- Eraser
- Coloured pencils

Instructions

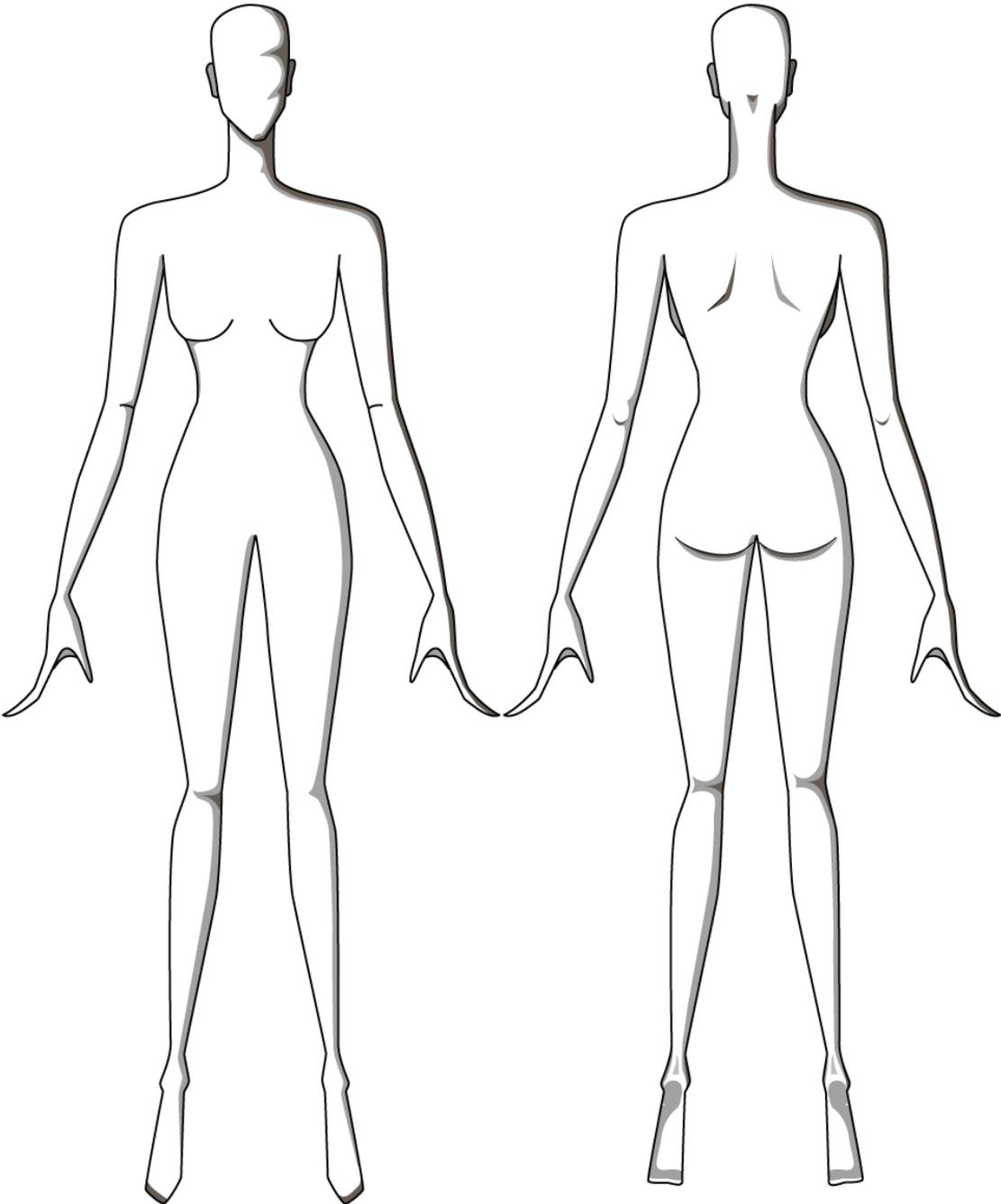
1. A sketchbook is a fashion designers best friend! Keep it close by so you can sketch designs whenever inspiration strikes.
2. Take some time to decorate the cover of your sketchbook. Make it something that will inspire you to sketch and create. You may want to include a favorite quote, or images of garments that you love. If you are ready, begin sketching in your sketchbook. Remember that sketches are not perfect images of finished garments – they are meant to be rough designs of silhouettes and colours.
3. Attached are two standard images, one of a male figure and one of a female figure. You can use these templates to help you sketch garments or you can draw your own figures.

Discussion Questions

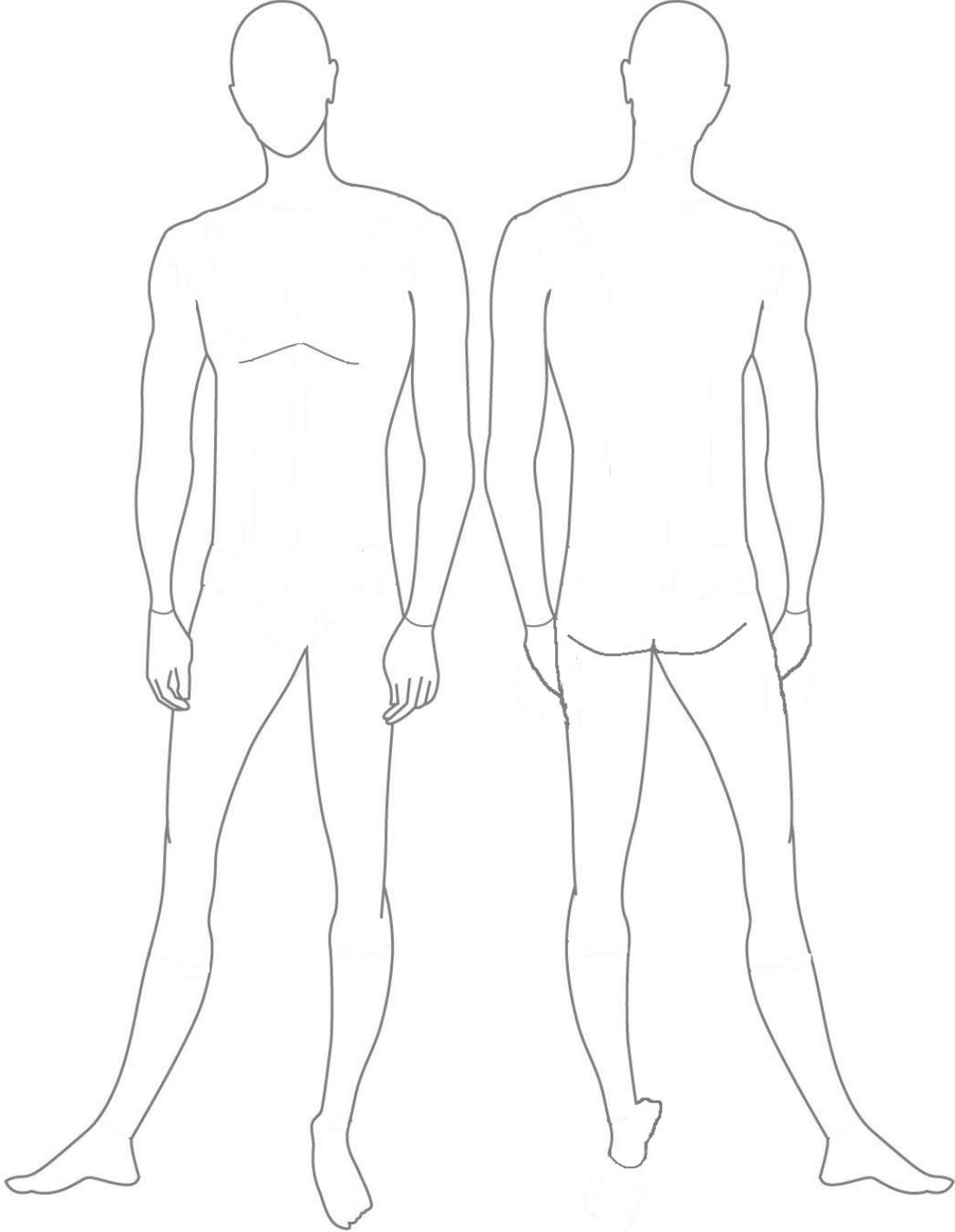
Where do you think is a good place to spend time sketching?

When you are searching for fashion design inspiration, where could you go or what could you do?

Female Figure Sketch Template



Male Figure Sketch Template



Design Technology

Time: 1 hour

What you will learn

To research and use the design technology available to help create fashion sketches.

What you need

- *Fashion and Style Reference Guide*
- Access to Internet

Instructions

1. Sketches don't always have to be done by hand. There are many websites and programs (both free and paid) that will help you create digital fashion sketches. The *Fashion and Style Reference Guide* lists several free websites that you can use.
2. Take some time to try out and explore these various websites, or other design technologies that you are familiar with. Once you have found a program or website that you enjoy using, try to create some sketches.

Discussion Questions

Which websites did you visit? Which did you end up using? Why?

Which websites did you not enjoy using? Why?

Are you aware of any other design technologies that could assist you in sketching, pattern making, or other steps in the design process?

Single Piece Sketches

Time: 1 hour

What you will learn

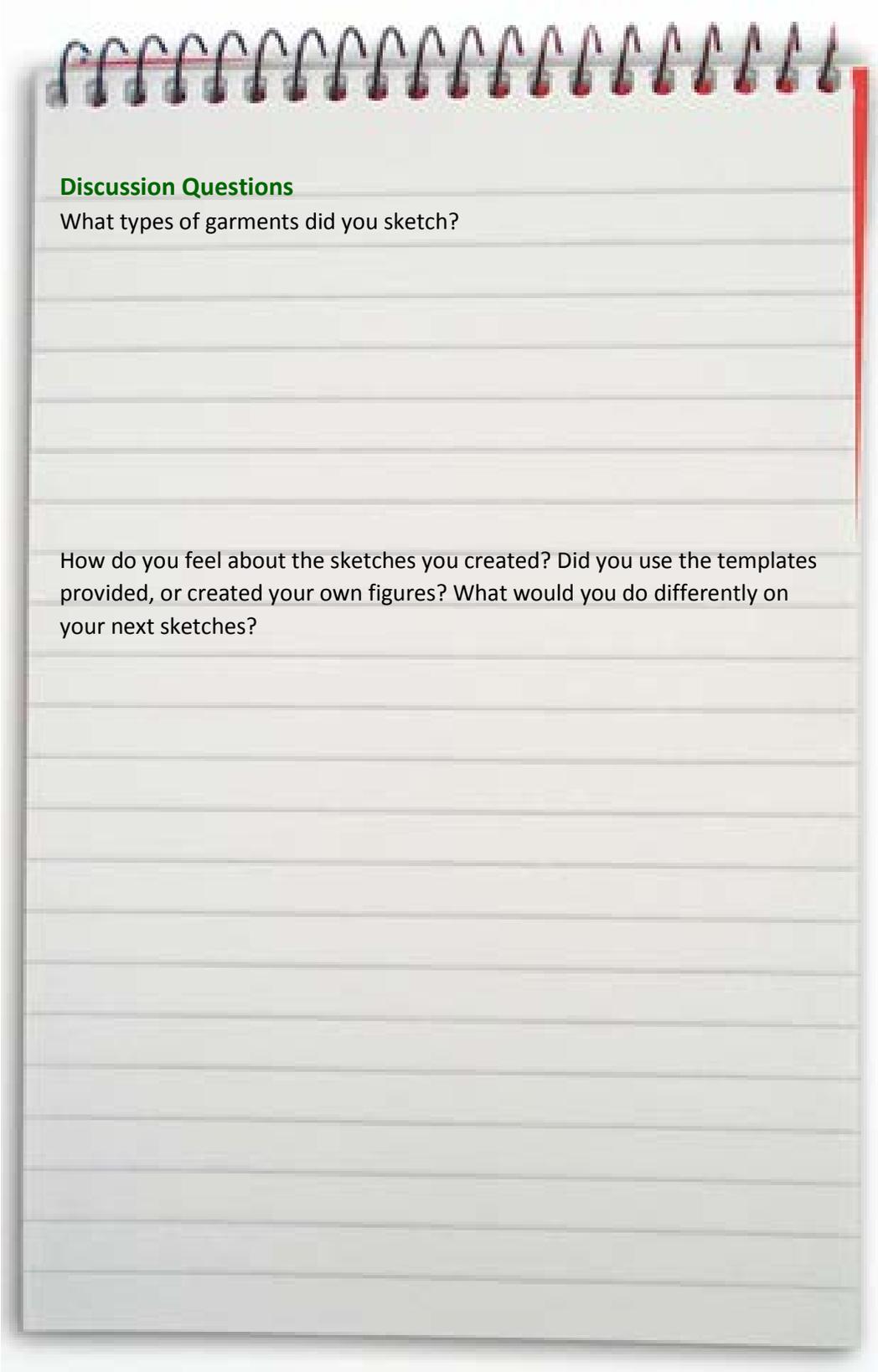
To sketch a single, stand-alone garment.

What you need

- Fashion Sketchbook
- Pencils
- Eraser
- Coloured pencils

Instructions

1. Single pieces are usually designed as ready-to-wear, or haute couture, as they are not part of a themed collection. Spend some time creating single-piece sketches of garments that you would like to create. Keep in mind your target market or client, and design with them in mind. Your single-piece sketches can be of any type of garment, footwear, or accessory and you can create as many sketches as you'd like!



Discussion Questions

What types of garments did you sketch?

How do you feel about the sketches you created? Did you use the templates provided, or created your own figures? What would you do differently on your next sketches?

Fashion Collections and Themes

Time: 15 minutes

What you will learn

To brainstorm themes that could be used for a fashion collection.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencil
- Fashion Sketchbook

Instructions

1. Fashion collections are made up of multiple items of clothing that have a similar theme. This can be a theme in colour, silhouette, fabric, style, or anything else that you can think of. Take a few minutes to brainstorm a list of themes that you could use for fashion collections. Paste this list into your Fashion Sketchbook – you may want to refer back to it later as you sketch.

Discussion Questions

What were some of the theme ideas that you brainstormed? How did you come up with these ideas?

What types of garments could you create using each of these themes?

Share your theme ideas with your 4-H club members. Did anyone have similar theme ideas to you? Do you have any questions about how other members will use their themes to create garments?

Fashion Collection Sketches

Time: Approximately 2 hours

What you will learn

To create a series of sketches for a fashion collection using a theme.

What you need

- Fashion Sketchbook
- Paper
- Pencils
- Eraser
- Coloured pencils

Instructions

1. In the last activity, you brainstormed a list of possible themes that you could use to create a fashion collection. Refer to this list in your Fashion Sketchbook, and choose a theme. Using this theme, sketch at least five garments to create a fashion collection. Keep in mind your target market or client, and design with them in mind. Make sure that your theme is evident in each of your pieces.

Discussion Questions

What theme did you choose? What garments did you sketch?

How did you use your theme as you sketched the garments for your collection?

Share your series of sketches with your 4-H club members.
Can they identify the theme of your collection?

Mood and Colour Boards

Time: 1 hour

What you will learn

To create a mood and colour board for one of the garments that you sketched.

What you need

- Fashion Sketchbook
- Pencils
- Eraser
- Coloured pencils
- Scissors
- Fabric
- Glue
- *Fashion and Style Reference Guide*
- Cardboard or cardstock paper
- Access to fabric samples

Instructions

1. Mood and colour boards consist of sketches, fabric samples, and accessory details pasted onto a piece of cardboard or cardstock. They are used to help designers get a feel for how a garment will look when it is completed.
2. Choose a favorite sketch from your Fashion Sketchbook (try to make it one that you would actually like to sew) to create a mood and colour board for.
3. Begin by gluing your sketch onto a piece of cardboard or cardstock – you may want to photocopy the sketch so you can leave the original in your sketchbook.
4. Next, find small samples of fabric(s) that you would like to use to create your garment. You may find fabric in a friend or family member's sewing stash, or you may need to go to a fabric store.
5. Cut small swatches (up to 4" square) of the various fabrics and glue or staple them onto your mood and colour board.
6. Once you have your sketch and fabric swatches, it's time to add accessory images such as footwear, jewelry, and garment details like buttons, zippers or embroidery. You may want to sketch these images or find pictures in magazines. Cut and paste these images onto your mood and colour board.

7. You can add any images or items to your mood and colour board. If you plan on using a specific and detailed button, why not attach an extra one to your board? Consider all the details of your garment, and how they will be depicted on the mood and colour board.

Discussion Questions

What garment did you choose to create a mood and colour board? Why did you choose this garment?

What details did you include on your mood and colour board? How will these images/items help you as you begin constructing your garment?

Share your mood and colour board with your 4-H club members and allow them to share feedback. Does your mood and colour board help them understand how the finished garment will look?

Choosing Pieces for Creation

Time: 30 minutes

What you will learn

To identify sketches that could be easily constructed, and choose one piece for creation.

What you need

- Fashion Sketchbook

Instructions

1. Now that you have created multiple fashion sketches, it's time to choose a single piece to construct. Look at your Fashion Sketchbook. Which garments would make an easy first project? Which could you construct using a simple pattern or no pattern at all? Which garments could be made using fabric that you have on hand, or fabric that you can afford? You may want to use the sketch that you created a mood and colour board for, or a different sketch.
2. Using these criteria, choose a sketch that you will turn into a garment.

Discussion Questions

Which sketch did you choose to construct? Why? What type of garment is it?

Will you need to purchase, alter or create a pattern?

Where will you get the fabric and notions required for your garment?

Types of Fabric

Time: 1 hour

What you will learn

To identify the different fibres, construction types, and weights of fabric and what types of garments they are used for.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencils
- Access to personal clothing collection

Instructions

1. Fabrics differ in fibre (natural, manufactured, mixture), construction (woven, knit, other) and weight. Refer to your *Fashion and Style Reference Guide* for more information on the types of fabric.
2. Knowing how different fabric types look and feel will help you choose fabrics to use for your garments. Begin taking garments from your personal clothing collection and reading their tags. Identify what types of fibres were used to create the garment. Are they natural, manufactured or a mixture? Next, take a close look at the fabric and identify how it was constructed – was it woven, knit, or constructed in a different way? Finally, make a guess as to the weight of the fabric by comparing it with other garments in your collection – is it light, medium, or heavy weight?
3. Continue this process until you have examined a variety of garments in your closet, and have a better understanding of the types of fabrics and what they are used for.

Discussion Questions

What types of garments did you examine? Were you able to find a variety of fabric types in your closet?

Did you make any observations about the fabric types that you examined and what types of garments they were used for?

Non-Fabric Textiles

Time: 30 minutes

What you will learn

To brainstorm a list of non-fabric textiles that could be used for garment construction.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencil

Instructions

1. Designers (especially haute couture designers) don't always use traditional fabrics to create their garments. The *Fashion and Style Reference Guide* lists several different non-fabric textiles that have been used by various designers. Take some time to brainstorm a list of non-fabric textiles that could be used to create different garments.

Discussion Questions

What types of garments could be created from each of the non-fabric textiles that you brainstormed?

For what type of occasions would you use these textiles to design with?

Share your list of non-fabric textiles with your 4-H club members. Did any of them come up with ideas that you didn't think of?

Traditional Textiles and Non-Traditional Uses

Time: 30 minutes

What you will learn

To brainstorm non-traditional ways to use traditional textiles and notions.

What you need

- *Fashion and Style Reference Guide*
- Paper
- Pencil

Instructions

1. To add visual interest to garments, many designers choose to use traditional textiles and notions in non-traditional ways. Take some time to brainstorm a list of traditional textiles (fabrics) and notions (buttons, zippers, etc.) and how you could use them in non-traditional ways. The *Fashion and Style Reference Guide* gives several suggestions to get you started.

Discussion Questions

What are some of the non-traditional ways that you thought to use traditional textiles and notions? How will they add visual interest to your garments?

Share your list with your 4-H club members. Did any of them come up with ideas that you didn't think of?

Body Measurements

Time: 1 hour

What you will learn

To take accurate measurements of your body to help you determine what size of pattern to use.

What you need

- *Fashion and Style Reference Guide*
- Attached body measurement sheets
- Measuring tape
- Pencil
- A partner

Instructions

1. Taking accurate body measurements is a two-person job. You'll need someone to give you a hand and to take measurements of your body for you. You'll want to make sure that you feel comfortable with your partner – consider asking a close friend, family member or another 4-H club member.
2. Put on tight-fitting clothing and using the attached body measurement sheets, take measurements of your body.
3. Write down each of your body measurements in centimeters. Remember that the measurements needed are the same for both boys and girls.

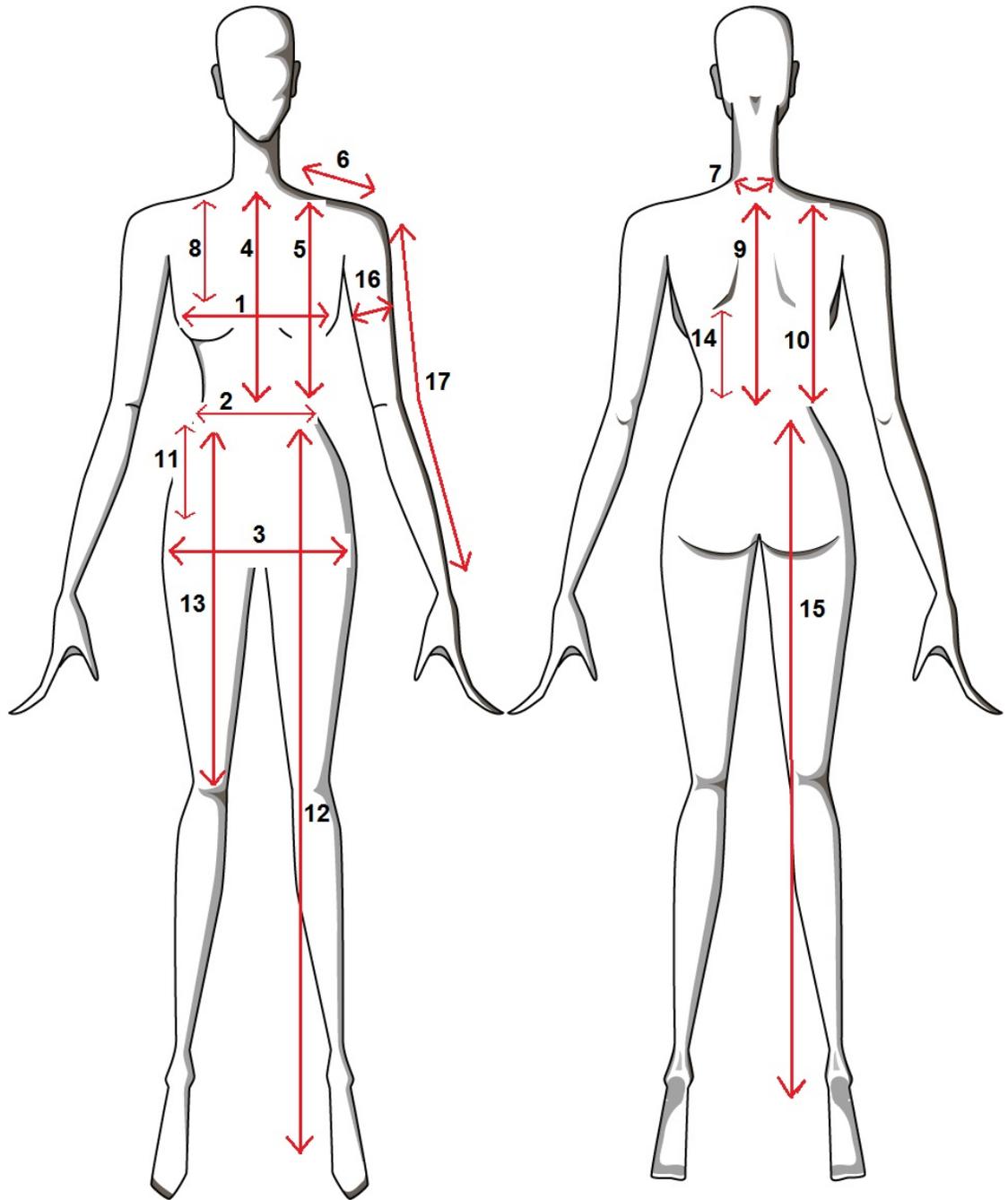
Discussion Questions

Why is it important to take accurate body measurements?

Why is it necessary to have a partner when doing body measurements?

When would it be unnecessary to take measurements of your entire body?

Body Measurements Diagram



Body Measurements Worksheet

1. Bust: _____
2. Waist: _____
3. Hip: _____
4. Centre Front Neck: _____
5. Centre Front Shoulder: _____
6. Shoulder: _____
7. Neck: _____
8. Centre Shoulder to Bust: _____
9. Centre Back Neck: _____
10. Centre Back Shoulder: _____
11. Hip Depth: _____
12. Centre Front Waist to Floor: _____
13. Centre Front Waist to Knee: _____
14. Back: _____
15. Centre Back Waist to Floor: _____
16. Upper Arm: _____
17. Arm Length: _____

Parts of a Garment

Time: 1 hour

What you will learn

To identify the different parts and types of garments.

What you need

- Fashion and Style Reference Guide
- Access to personal clothing collection

Instructions

1. Garments are made up of many different parts. The *Fashion and Style Reference Guide* gives a brief list of the different parts of a garment. Using this list, try to identify each of the parts of a garment from items in your personal clothing collection. If you are a boy, you may need to look through your mom, sister, or female friend's clothing collection to find some of the items – but make sure you ask permission first!

Discussion Questions

Were there any parts of garments that you were unable to find or identify in your personal clothing collection? Why?

Were there any parts of garments that you were unfamiliar with before this activity?

Finding Patterns

Time: 30 minutes – 1 hour

What you will learn

To identify places to obtain garment patterns.

What you need

- *Fashion and Style Reference Guide*
- Access to Internet
- Access to fabric store (optional)

Instructions

1. Patterns are a necessary part of garment creation for most beginner sewers. There are many places to obtain patterns either online, or in fabric stores. Take some time to browse the Internet (or visit a fabric store) to see what types of patterns are available. You can also find patterns at second hand stores such as Value Village or Salvation Army. Friends or family members who sew may also have patterns that they are willing to lend or give to you.

Some common pattern companies are:

- Simplicity
 - McCall
 - Vogue
 - Burda Style
 - Colette
2. Patterns range in price from \$5.00 to upwards of \$30.00. Before purchasing a pattern, it is important that you carefully read the package to ensure that you are purchasing the correct size. If you are planning on making a garment using a pattern, now is the time to purchase it. If you are purchasing a secondhand pattern, take time to ensure that all necessary pieces are in the pattern envelope.

Discussion Questions

Where did you find patterns for sale? What brands of patterns did you find?

How did the store or website organize their pattern information?

What information was included on the outside of each pattern envelope?

Reading Patterns

Time: 30 minutes

What you will learn

To identify the parts of a pattern, and information included in all garment patterns.

What you need

- *Fashion and Style Reference Guide*
- Garment pattern in envelope

Instructions

1. Every garment pattern contains similar information, both on the envelope (package) and inside. The *Fashion and Style Reference Guide* lists the common information included on all patterns. Using a garment pattern (preferably new), find and identify each of the following pieces of information:
 - Pattern Piece Name
 - Sizes made from Pattern
 - Body Measurements for Each Size
 - Fabric Amount Needed
 - Notions Needed
 - Garment Style Information
 - Sewing Instructions
 - Cutting Instructions on Pattern Pieces
 - Notches
 - Grain Line Arrow
 - Length Line
 - Fold

Discussion Questions

What type of pattern did you read? What is the brand?

Were you able to find each of the pieces of information on your pattern?
Where?

Did your pattern include notch, grain line, length line and fold icons?

Why do you think there are differences between different pattern companies? What might be some of the differences?

Clothing Alterations

Time: Approximately 2-4 hours

What you will learn

To identify the ways that clothing can be altered, and perform a garment alteration.

What you need

- *Fashion and Style Reference Guide*
- Garment to be altered
- Sewing machine
- Sewing supplies
- Other supplies as needed

Instructions

1. Fashion design doesn't always mean making garments from scratch – altering clothing you already own can be a fun way to express your personal style while saving money (and the environment!) The *Fashion and Style Reference Guide* lists several ways that you can alter a garment, such as dyeing, changing sleeves or necklines, changing pants to a skirt, or altering clothing for a tailored fit. Refer to the *Fashion and Style Reference Guide* for more information on ways to alter garments.
2. Find a garment in your personal clothing collection that you would like to alter in some way. Depending on what you would like to do to your garment, you may need to assemble some supplies such as sewing equipment, fabric dye, or notions.
3. Take some time to plan out what you will do. If you are cutting and sewing your garment you may want to ask a friend or family member to help you mark where to cut (using a fabric pencil), or use pins to mark where a seam will go.
4. If you are in need of inspiration, refer back to your Personal Style Scrapbook or Fashion Sketchbook!

Discussion Questions

What garment did you choose to alter? What alterations did you make?

What steps did you take to make your alterations?

Did you need to change or adapt any of your plans along the way? Why or why not?

Are you satisfied with the altered garment? Why or why not? What would you do differently?

Garment Construction

Time: Approximately 2-6 hours

What you will learn

To sew a simple garment.

What you need

- *Fashion and Style Reference Guide*
- Pattern OR simple garment to copy
- Sewing machine
- Sewing supplies
- Fabric

Instructions

1. Now that you have spent some time designing and altering garments, it's time to construct a garment based on a design that you have made. Spend some time looking through your Fashion Sketchbook. Are there any designs that could be made with a simple pattern, or made using a garment you already own to create a pattern?
2. Once you choose a garment to construct, it may be beneficial to create a mood and colour board to help you visualize the final product.
3. If you choose to use a pattern, find or purchase one that will fit you. Keep in mind any additional notions that you may need to purchase for your design, as these will not be listed on the pattern envelope.
4. The easiest way to sew without a pattern is to copy a garment that you already know will fit you. A simple t-shirt, skirt, or dress is a good place to start. Make sure you choose a garment that is similar to the one in your original design.
5. Follow the pattern instructions (or make your own instructions) to create the garment. Once the basic garment has been made, add any additional notions or pieces to create a garment that matches the design in your sketchbook.

Discussion Questions

What sketch did you choose to turn into a garment? Why?

Did you use or create a pattern? Why?

What steps did you take to construct your garment?

Did you encounter any problems while constructing your garment? If so, how did you solve them?

Did you need to change or adapt your design along the way? Why or why not?

Are you satisfied with the completed garment? Why or why not? What would you do differently?

Accessorizing

Time: 45 minutes

What you will learn

To understand the role that accessories play in creating a finished outfit, and practice accessorizing

What you need

- *Fashion and Style Reference Guide*
- Access to personal clothing collection and accessories
- Camera

Instructions

1. Accessories are the finishing touches added to an outfit – they can turn a simple garment into something that is unique and eye-catching. Accessories can include footwear, jewelry, belts, watches, scarves, headbands, gloves, tights, and more.
2. Choose a simple outfit, such as jeans and a solid coloured t-shirt, from your personal clothing collection.
3. Using the guidelines for accessorizing listed in the *Fashion and Style Reference Guide*, begin adding accessories to create a finished outfit. Try several different combinations of accessories and take photos of each outfit. You'll find that simply by changing accessories you can create many different outfits using the same garments!

Discussion Questions

What was the simple outfit that you chose?

How many different outfits were you able to create using accessories?

How did the accessorizing guidelines influence the accessories you chose?

What did you find to be the most difficult part of accessorizing?

Review the photos that you took of each outfit. Which one was your favourite? Why? Which was your least favourite? Why?

Fashion Marketing

Time: 1 hour

What you will learn

To create an advertisement for your fashion line using print or media.

What you need

- *Fashion and Style Reference Guide*
- Access to computer and Internet and/or paper, pencils, markers, camera

Instructions

1. In order for you to become a successful fashion designer, people need to know about your clothing line. Print and media are two commonly used advertising mediums in the fashion industry.
2. By this point in the project, you should have a general idea of what your fashion line will look like and what it will be called. If you do not, spend some time choosing a name and consider whether print or media advertisements will work best for your line. (If you are not planning on actually selling your garments, consider this activity practice for if or when you ever do.)
3. Once you have chosen an advertising medium, decide what garments you would like to feature in your advertisement. Will they be on a dress form, or will you need a model? Will you show several garments, or just one? What can you do to catch people's attention – do you need a slogan, or maybe a logo?
4. The *Fashion and Style Reference Guide* gives several suggestions about different advertising methods within print and media. If you'll be creating an online advertisement (such as a Facebook page or blog), make sure you talk with a parent or guardian first.
5. Using your artistic talent, create an advertisement that will be interesting to look at and will give an accurate depiction of the garments you have for sale (or the style of garments that you can custom make). You can make print advertisements by hand or on the computer, but keep in mind that good photos of your garments are the most important part of any fashion advertisement.

Discussion Questions

What advertising medium did you choose to use? Why?

What garments did you choose to show in your advertisement? Why did you choose those garments?

Share your advertisement with your 4-H club members. Are they able to identify your brand aesthetic based solely on the advertisement?

Planning and Hosting a Runway Show

Time: 5+ hours

What you will learn

To plan and host a runway show.

What you need

- *Fashion and Style Reference Guide*
- Venue for show
- Seating for show
- Garments and accessories
- Other advertising materials as needed

Instructions

It's time to show off all of the fashion design work that you've been doing by hosting a runway show! If there are other 4-H club members working on this same project, consider hosting a joint show (as it will increase the number of garments you are able to show, as well as increase your potential audience size). As you plan your runway show, the following steps will help you stay on track. Keep track of your plans in a notebook (or in the back of your Fashion Sketchbook), and refer to the *Fashion and Style Reference Guide* for more information.

1. **Setup and Planning:** As you plan your runway show, consider the venue (where it will be held), seating for guests, and location of the runway or catwalk. Depending on the size of your show, it could be held in your backyard, or at the building where your 4-H club meets. Keep in mind how many guests will attend.
2. **Clothing:** Which of the garments that you have constructed or altered will you show? If you need extra accessories or footwear, find those now.
3. **Models:** A runway show is not possible with models to wear your clothes. You may want to model your own clothes, or ask friends/family members to model them for you. Will you need to do anything special with hair or makeup?
4. **Advertising:** How will you let people know about your upcoming runway show? You may want to use the advertising campaign you created in the last project as inspiration. Will guests need tickets, or will seating be on a first-come, first-served basis? Make sure you include information about the date, time and location of the event.
5. **Atmosphere:** The atmosphere of your runway show should match the theme of your collection or clothing line. Decorations, music and a program should all be considered as you plan.

6. **Rehearsal & Fittings:** While fittings are not necessary if you are modeling your own clothes, you'll want a rehearsal to ensure that you know in what order models and clothing will go down the runway. Fittings and rehearsal allow you to see how garments look with all of the added accessories, and iron out any organizational kinks before the show.
7. **Runway Show:** Have fun!
8. **Follow-Up:** If you are hoping to sell your garments, make sure you have information available for your guests on how and where to purchase your garments or find more information.

Discussion Questions

Did you encounter any problems while organizing your runway show? How did you solve them?

After your runway show, consider how the event went. Were you satisfied? What, if anything, would you have changed? What would you do differently for your next runway show?

Did you get any feedback from the guests about your runway show or garments? What did they say?

Careers in Fashion

Time: 30 minutes – 1 hour

What you will learn

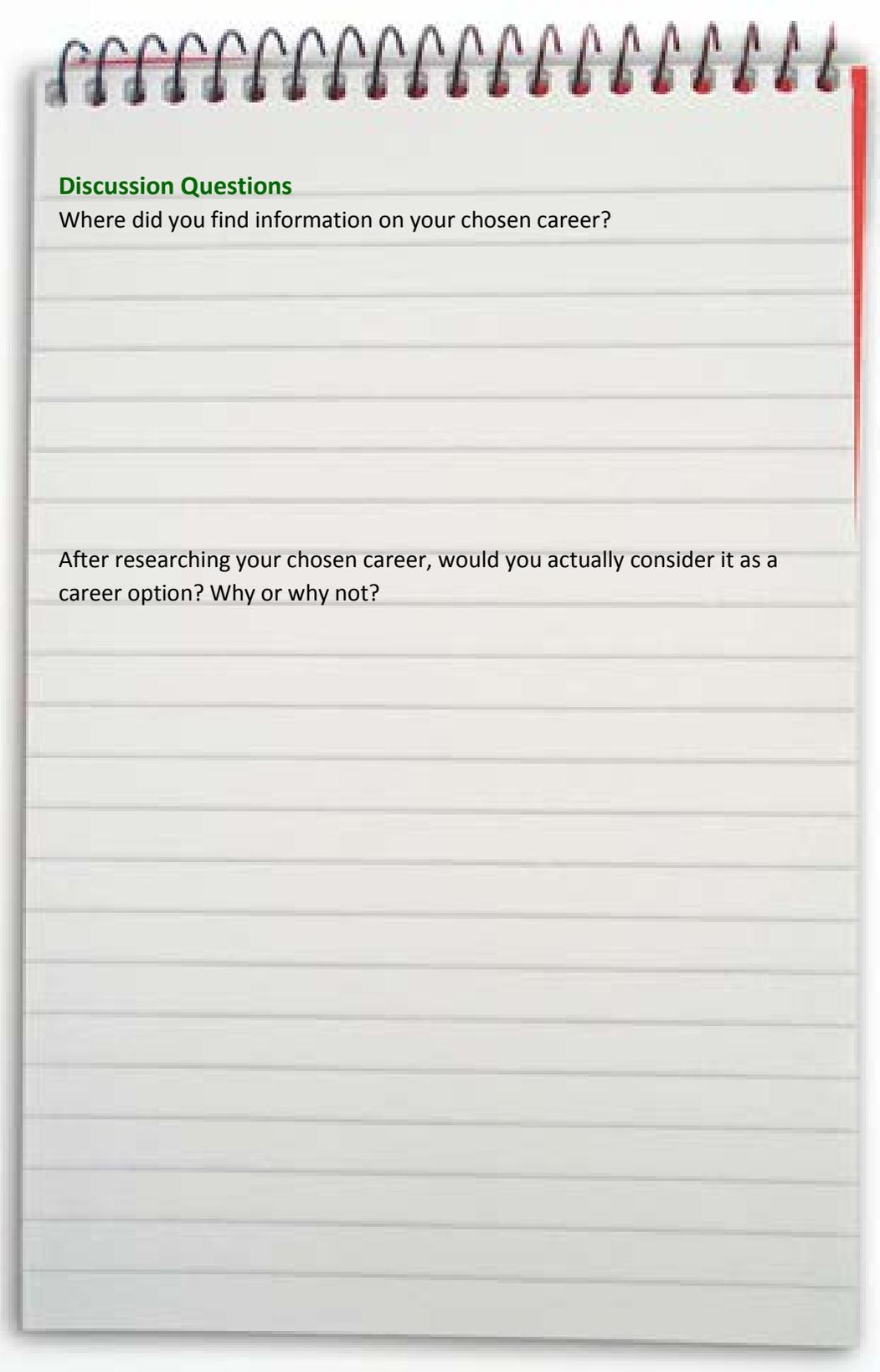
To identify the many careers available in the fashion industry, and research one of interest.

What you need

- *Fashion and Style Reference Guide*
- Access to Internet or library
- Paper
- Pencil

Instructions

1. There are hundreds of different careers available in the fashion industry – the *Fashion and Style Reference Guide* lists just a few of them. Choose a career that interests you from the list, or another related career. Using the Internet or library, research that career to answer the following questions:
 - What career did you choose?
 - How is it related to the fashion industry?
 - What type of training/education do you need?
 - How many jobs are available in this field? Is it competitive?
 - What are the duties of someone in this position? What would you do on an average day?
 - Is there anything you can do now to begin preparing for this career?

A spiral-bound notebook with a silver metal spiral binding at the top. The pages are white with horizontal ruling lines. A red vertical strip is visible on the right edge of the notebook. The text is printed on the pages.

Discussion Questions

Where did you find information on your chosen career?

After researching your chosen career, would you actually consider it as a career option? Why or why not?

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