

## **2011 FASHION SYMPOSIUM CONTEST RULES**

**SAVE THE DATE: Saturday, April 16, 2011 for the Fashion Symposium to be held at California Market Center, the hub of the vibrant California fashion industry.**

**Due Dates:** Photographs for Categories 1-3 for the fashion show are due by Monday, March 14, 2011 by 3:00 p.m. Finalists for these categories will be notified by Friday, March 18, 2011. Actual garments for Categories 1-3 must be sent or delivered to Long Beach City College no later than 3:00 p.m. on Monday, March 28, 2011. Entries for Categories 4-8 are due to Fullerton College by Friday, March 18, 2011, by 3:00 p.m.

**Mail or hand-deliver garments for Categories 1-3 to the Fashion Department, Long Beach City College, ATTN: Pamela Knights, Building F-126, 4901 East Carson Blvd., Long Beach, CA 90808.**

**Mail or hand-deliver entries for categories 4-8 to Fashion Department, Fullerton College, ATTN: Renee Young, Building 700, Office: 721-01, 321 East Chapman Avenue, Fullerton CA 92832**

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**Entry/Shipping Forms can be found on pages 8 and 9. More detailed delivery instructions can be found on page 10.**

**Prizes:**            First Place: \$250      Second Place: \$200      Third Place: \$100  
Best In Fashion Show – TBA  
Most Marketable Garment – TBA  
Best Swimwear Award – TBA  
Best Design Board – TBA  
Best Entry Categories 6-8 – TBA

**Judging Criteria:** 1/3 = originality/problem solving    1/3 = workmanship/presentation  
1/3 marketability/appropriate to category

**Eligibility:** Eligible students must complete these projects as part of a California community college class during the 2010/2011 academic year. All work in each entry must be original work by the contestant without assistance. Team projects may not be entered. In apparel categories, students must design, sew and make the pattern for each garment. Students may enter multiple categories and submit more than one entry per category. *Entries that do not conform to entry size and guidelines will not be judged.*

**College Entries:** The organizing committee suggests that each college evaluate entries and submit only the best student work to represent their program. **A fashion faculty member must sign the official entry form to ensure that the student is eligible and that the college sanctions the entry.**

**Entry Fee:** Each entry must be submitted with a \$5 entry fee and a completed entry form. No entries will be accepted without the fee and instructor's signature. However, for Categories 1-3, no entry fee is required with the initial submission of the photographs—but will be required if the garment is accepted for the show apparel competition.

**Size Specifications for Categories 1-4:** Women's garments must fit a standard sample size 6-10 with body measurements of:

Bust = 34 - 36"

Waist = 26 - 28"

Hips = 36 - 38"

Men's garments should be waist size 32 to 34, suit size 38-40. Men's wear may be submitted for categories 1-5. Garments should include appropriate style ease. The committee may disqualify garments that do not fit or are not an appropriate size and those that have technical difficulties preventing them from being modeled or displayed.

**Garment Identification:** Every effort will be made to return garments to the designer, though the symposium organizers are not responsible for damage or loss of any entries. To assist the committee in this effort, each garment **must be labeled** with a muslin tag sewn into the right underarm seam or swimsuit bottom that contains the following information:

Student Name  
Garment size

Student Phone Number  
Category

College

Use a permanent ink felt pen and print all information clearly. **Garments will not be accepted without a sewn in ID tag.**

**Show Categories:** To qualify to enter the show Categories 1-3, submit two color photographs or digital images of the front and back of each garment on a model or dress form. Mount the photographs on a 9 x 12" illustration or foam-core board with a completed entry blank mounted to the back of the board. There is no limit to the number of entries a college may submit for this category. All photographs become the property of the CCCFS committee and will not be returned. **Entries that do not follow the guidelines will not be considered.** A committee of fashion experts will select the most creative and innovative garments from photographs and invite finalists to submit the actual garments that will be modeled at a runway fashion show at the 2011 California Community College Fashion Symposium.

**Photographs are due by Monday, March 14, 2011 at 3:00 p.m.: Fashion Department, Long Beach City College, ATTN: Pamela Knights, Building F-126, 4901 East Carson Blvd., Long Beach, CA 90808.**

*Garments will be judged by industry experts prior to the fashion show.* If you are invited to submit your design, you will be notified by Friday, March, 18, 2011. Please deliver your garment to Long Beach City College by Monday, March 28, 2011 by 3:00 p.m. *on a strong hanger and covered with a plastic or garment bag (that will not be returned).*

## **CONTEST CATEGORIES** **FASHION SHOW CATEGORY**

### **1. Contemporary Sportswear**

Design and create innovative sportswear for men's wear or missy customer. Concentrate on a complete outfit of sportswear suitable for a contemporary customer.

### **2. "Project: Redesign" - Recycled Garments**

Purchase an inspiration piece(s) from a secondhand store to be repurposed and redesigned into a whole new couture-like outfit. You are required to use other recycled materials in your redesign, however, findings and notions can be new. Also, you must not exceed a \$50 maximum expenditure for all materials. Contestants must provide photos of the before garment and/or garments along with receipts for all purchases.

### **3. Evening Wear**

Design an elegant evening gown or formal men's wear suitable for a spectacular evening event. Think couture, think stunning, think destination red carpet.

## **APPAREL DISPLAY CATEGORIES**

### **4. Swimwear**

California has dominated the swimwear/surf industry since its inception in the 20<sup>th</sup> Century. Build on the tradition and design an eye-catching suit for a contemporary customer. Use innovative fabrics or creative details to make a seaside or poolside splash! Can be designed for a man or woman (missy sizes).

**Note: The organizing committee will display all qualified entries at Fullerton College, exact dates and room location TBA. Only winning entries in category 4 will be displayed at the Symposium if space allows.**

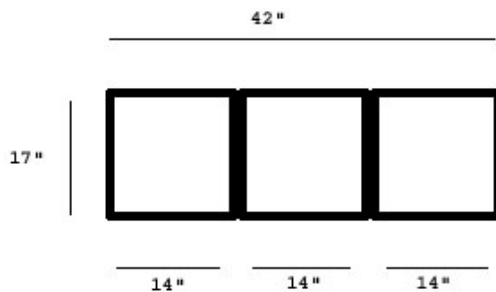
## ***BOARD DISPLAY/PRESENTATION CATEGORIES***

### **5. *Design Presentation Board-(Hand or Digital Illustration)***

Design or merchandise a group for an item or coordinated apparel line. Use these guidelines:

- Identify the group name, season, market category, target customer and price range.
- Illustrate a minimum of three figures wearing items from the group you have designed., by sketching, using images from commercial print sources or on the computer using digital illustration.
- Include the use of 2" x 2" color, fabric and trim swatches for the grouping in at least three color-ways.
- Draw front and back flat sketches of each of the garments in the group in addition to the illustrations.
- All information must be on the front of the board. Only affix the entry blank to the back of the board.

Format: Present your designs on a 42" x 17" tri-fold presentation board \* (each panel will measure 14" x 17"). The board will extend for display purposes but must fold flat for storage and transportation. Creative, well-thought-out presentations are encouraged. There may be multiple dimensional or collapsible elements. However, when boards are closed, these elements must fold in or collapse and not exceed the specified 14" x 17" dimensions.



\*Please note: this is not a readily available or standard size, to comply with contest rules, the boards will need to be custom cut.

### **6. *Quality Comparison Project***

Compare and contrast the quality of two (2) regularly priced garments that are exactly the same style and size with a price difference of at least \$30, for example, a polo shirt priced at \$30 versus \$70 or a cargo pant at \$40 versus \$90.

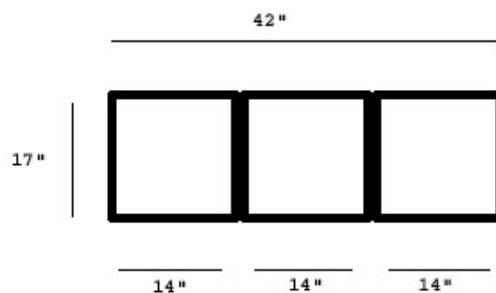
Use these guidelines:

- Identify the retailer where each style was found, the brand or designer label and the price points.

- Briefly describe: 1) type of garment, 2) country of origin, 3) fabrication including fiber, care instructions and so forth.
- List at least eight (8) elements that contribute to the price difference of the two garments. You must address at least one element from each of three categories:
  - 1) *Fabrication*: fiber/blend, finish, surface design (yarn dyed, print, trims, etc.)
  - 2) *Construction*: seam allowance, pattern layout/matching, number of pattern pieces, number of vents or other structural details, lining, finishing techniques including edges, openings, hems, waistband or neckline treatments
  - 3) *Perceived value*: brand or designer name, retailer, advertising and promotion.

Format: Present your project on a 42" x 17" tri-fold presentation board \* (each panel will measure 14" x 17"). The board will extend for display purposes but must fold flat for storage and transportation. Creative, well-thought-out presentations are encouraged. There may be multiple dimensional or collapsible elements. However, when boards are closed, these elements must fold in or collapse and not exceed the specified 14" x 17" dimensions.

Include a picture of each garment you analyzed. Include photos or sketches of at least eight of the differences you have identified. A type written text should be in outline/bullet-point format on a maximum of two 8-1/2" x 11" sheets mounted to the front of the presentation board. Attach your entry blank only to the back of the display boards.



\*Please note: this is not a readily available or standard size, to comply with contest rules, the boards will need to be custom cut.

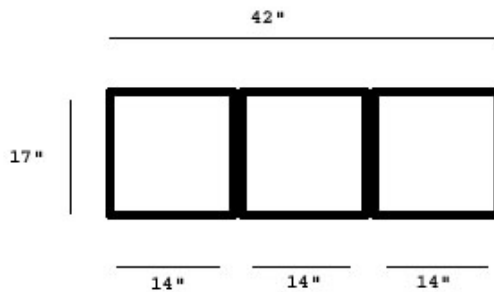
## 7. *Historical and Cultural Design Influences*

Select a photograph of a fashionable garment worn today and trace its historical and cultural origins with additional photographs or illustrations linking it to a garment worn prior to 1980.

- Identify the historical origins of a garment (prior to 1980) and briefly describe the socio-psychological, cultural and physical influences that impacted the design of the period garment.
- Use photographs or drawings to link the past and present garment and compare and contrast them.
- Consider at least three of the following issues:
  - 1) economic influences, status, class distinction
  - 2) modesty and image of the wearer
  - 3) workmanship, fabric and construction techniques
  - 4) was the garment specific to the age of the wearer?
  - 5) was the apparel used to attract the opposite sex?

Format: Mount the garment photos and your written analysis on a 42" x 17" tri-fold presentation board \* (each panel will measure 14" x 17"). The board will extend for display purposes but must fold flat for storage and transportation. Creative, well-thought-out presentations are encouraged. There may be multiple dimensional or collapsible elements. However, when boards are closed, these elements must fold in or collapse and not exceed the specified 14" x 17" dimensions.

Use photos, drawings, computer graphics and typed text to compare and contrast the two garments and time periods. Attach your entry blank to the back of the display boards.



\*Please note: this is not a readily available or standard size, to comply with contest rules, the board will need to be custom cut.

### **8. Retail Merchandising Problem-Business Plan**

This assignment is to be presented in a 1" 3-hole or spiral bound notebook and also in a digital format for judging.

The objective is to identify an opportunity to provide additional or alternative merchandise within a department or classification at a specific retailer that would increase business in the area. You may analyze any category of goods.

Select one store from the following retailers for your analysis: Urban Outfitters, Victoria's Secret, Forever 21 or J Crew.

Address the following issues in an outline/bullet point format:

- Discuss profile of selected retailer and describe the target market for this retailer or department using demographics and psychographics
- Identify an opportunity within the department or classification and discuss what you would do to maximize this opportunity.
- Identify the competitive retailer for this product category and explain why your merchandising strategy would increase profitability of your new merchandising mix.

Describe your strategy to increase sales in the department or classification including:

- Product mix/silhouette, color, size, pattern or texture, price points [show in chart format] Include images.
- Key Silhouettes illustrations
- Color Swatches (minimum of 2) 2" x 2"
- Fabric Swatches (minimum of 2) 2" x 2"

**Note:** silhouettes, color and fabric may be digital images/sketches/swatches or a combination

Discuss key core vendors (in the case of private label, discuss key core *product categories*).

Explain why your merchandising strategy would increase the sales and profitability of your new merchandise mix.

Develop a promotional plan to maximize sales/profits in this product category including: 1) promotional calendar, 2) publicity, 3) visual promotions including floor plans, window/internal displays, and floor and fixture placement. Use photos, computer graphics and typed text to communicate your plan.\*

Format: This assignment is to be presented in a 1" 3-hole or spiral bound notebook. Your retail analysis **MUST** have titles to separate each topic and be presented in the order listed. Be sure your name is on the cover **AND** an entry blank is included as the **LAST** page in the notebook. In addition to sending the notebook to Fullerton College, (shipping instructions on page 10), you **MUST** email a digital copy of your project to: [rmlibolt@yahoo.com](mailto:rmlibolt@yahoo.com) (include The Merchandise Problem Fashion Symposium and your school affiliation in the subject line).

**Projects that exceed the designated size of each category  
or that do not follow the guidelines will not be judged.**



**FASHION SYMPOSIUM SHIPPING FORM  
FOR EACH COLLEGE**

Page \_\_\_\_\_ of \_\_\_\_\_

**IMPORTANT:** *This shipping form must accompany each shipment of entries.*

Please make copies of this form if necessary. The college should keep duplicates of each shipping form and all entry forms for their records. The college instructor listed below will be notified of receipt of items on this shipping form.

Entries for categories 4-8 must be **received no later than 3:00 p.m. on Friday, March 18, 2011.** See shipping information for special details. **Please print or type.**

**Name of Instructor** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Name of College** \_\_\_\_\_

**College Address** \_\_\_\_\_  
Street City Zip

**College Phone Number** \_\_\_\_\_

**Total Amount Enclosed for \$5 entry fee** \_\_\_\_\_ @ \$5 = \_\_\_\_\_

**INVENTORY**

Student's Name	Category #	Brief Description of Outfit	# of pieces in outfit
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**INSTRUCTOR'S SIGNATURE:** \_\_\_\_\_

**SHIPPING ADDRESS INFORMATION:**

Depending on the method of delivery, please use the following addresses and/or contact information.

**Garments/Photographs - for Categories 1-3 Only**

**Mail/UPS or Other Delivery Services**

**CCC Fashion Symposium**  
Long Beach City College  
Attention: Fashion Department  
4901 East Carson Blvd.  
Building F-126  
Long Beach, CA 90808

**Hand Delivery**

Contact: Pamela Knights  
pknights@lbcc.edu  
562-938-4192

**Entries for Categories 4-8**

**Mail/UPS or Other Delivery Services**

**CCC Fashion Symposium**  
Fullerton College  
Attention: Renee Young  
Building 700, Office: 721-01  
321 East Chapman Avenue  
Fullerton CA 92832

**Hand Delivery**

Contact: Renee Young  
ryoung@fullcoll.edu  
714-992-7559