

FASHION MERCHANDISING DISPLAY
SENIOR DIVISION
INDIVIDUAL EVENT

TIME:

Forty (40) Minute Event
(10 Minute Quiz and 30 Minute Setup)

PURPOSES:

1. To demonstrate competence in display techniques.
2. To demonstrate the ability to present a fashion item for sale in an aesthetic manner.
3. To demonstrate an understanding of fashion merchandising concepts.

SPECIFICATIONS:

1. Participant may use an area not to exceed 4' W X 4' L x 6' H. All displays must be non-electrical. (No electrical current will be provided.)
2. Participant must bring merchandise to be displayed and all props needed. The participant, not the State Association, is responsible for the safe keeping of all materials used.
3. Wall space will not be available for propping items. The backdrop may be covered with fabric, paper, etc., ahead of time.
4. All participants will setup displays before judging begins. Thirty (30) minutes of the session will be set aside for display setup following the written quiz.
5. After setup, participant must stay with display until questioned by the judges. Participant should be prepared to answer questions concerning the planning and arrangement of their display.
6. On a 4" x 6" card, identify the following:
 - a. name
 - b. chapter
 - c. division
 - d. store type
 - e. display type: window, floor or counter
 - f. theme
 - g. category of display: personal, home fashions or seasonal display
7. A written quiz will be taken (10) minutes prior to setup time. The quiz will include fashion merchandising concepts, terms and techniques.
8. After judging has been completed there is a 15 minute public viewing, after which the participant has thirty (30) minutes to breakdown and remove their display. Participant or a representative must remain with the display during public viewing.

COMMENT SHEET
FASHION MERCHANDISING DISPLAY
SENIOR DIVISION

Please write constructive comments for each area where you deducted points.
Please make comments in a positive manner, perhaps giving suggestions for improvement.

	Comments:
1. Ability to attract attention: Theme and idea well executed	
2. Type of arrangement Props that enhance rather than distract Unique use of common items Ability to catch consumer's interest	
3. Use of design principles Color Proportion & Scale Balance	
4. Adhered to setup time and area limit	
5. Originality and Creativity	
6. Display is sturdy, neat and organized: Legible, attractive signs	
7. Quiz: Written	
8. Oral Interview: Effectively communicates knowledge of fashion merchandising principles	