ADVANCED

CONSUMER CLOTHING

Advanced Consumer Clothing

We all invest a lot of time and money in clothing. The Consumer Clothing manuals have been planned to help you make wise clothing decisions. This manual is for 4-H'ers ages 16 and older. You can use it for one to three years.

What you'll learn
* to recognize patterns, fabrics, and colors that are becoming to you
* to make needed clothing repairs
* to plan and select clothes for your total wardrobe
* to analyze cosmetic advertising claims and read labels

Exhibit Requirements
* Complete one activity from each group in the manual. Write your results or answers in a notebook. Label each activity. This will help you talk to the judge easily.
* Choose an outfit and accessorize it. You may purchase or select from items you already own.
* Model your outfit before a group. Tell them about your activities in this year's project and how you plan to use this year's purchases in your future wardrobe. Take your manual and notebook with you because they will help you talk with the judge.

Activities
Complete one activity in each group. Describe your results or findings. If you take Advanced Consumer Clothing again, you can complete different activities in each group.

Notebook
Find a notebook or scrapbook for describing your activities and answers. Begin this notebook with a title page. Include your name, county, project, division or year, and age. Put the activity number and letter on a separate page with your answers.

The last section of the notebook should tell about the outfit you're modeling. You could tell how you decided what you needed, why you chose specific items, whether it goes with other things in your closet, and how you feel about your outfit.

Lois Gotwals, Extension Specialist --
Clothing;

Lois Maddox, Extension Specialist --
4-H and Youth

Clothing reveals individuality

Describe a friend to someone who doesn't know him or her. What features did you describe? Could the listener use your description to pick your friend out of a crowd?

Everyone has distinctive qualities that set them apart from others. Individuality means being yourself, doing your own thinking, and saying "no" when you don't agree. It means you don't wear uncomplementary fashions. You don't dress like everyone else. And you don't echo the latest "in" words. Individuality is the opposite of conformity. Teenagers want to conform to what others are doing. they want to dress alike and copy the speech and mannerisms of their peers. As you mature it may be easier for you to do what you know is right for you.

Individuality means being a little different from everyone else. It may be the way you wear your hair, the dimple on your cheek, or a crooked tooth.

You express yourself with your clothing. Clothes tell others about you and your emotions. As you develop, your clothing personality takes shape as well. You may prefer tailored tweeds over figure-revealing styles. Then again, you may like bright, kooky clothing. The trick is to learn to wear clothing that matches your individuality.

Later, you'll probably adapt your clothing to your job. Jeans and a shirt may be suitable for school, but not a secretarial job. Bank tellers may yearn to wear sweatshirts, but few customers would trust their judgement with money. It's more appropriate for a male bank teller to wear a shirt, tie, and jacket.

A dress code is a statement or an agreement about what people should wear. Codes may be written and strictly enforced. Or they may be unwritten comments from a boss or coworker about appropriate dress. Some employers have strict dress codes, while others are very casual about how employees dress. The same is true for colleges and trade schools.

If you are changing life-styles, getting a new job or going to college, consider how the dress code differs from your current wardrobe. Will a change mean new clothes? Or will existing garments be suitable? If you want to get ahead at the new job or college, consider dressing like others. If you aren't sure what is worn, ask before you begin your job. Don't purchase too many items until you're sure what to wear.

Activity Group 1

Choose one of these activities. Tell what you did, and put the results or findings in your notebook.

A. Have your feelings about clothing changed during the last five years? Has clothing and the way you look been more important during some years than others? When was it most important to dress like your friends? Has your attitude changed? Discuss some of these questions with a

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group of friends or a parent. Have they noticed these changes in you? In your notebook describe your feelings. List the changes in your life.

B. If you have a job, describe how the clothing you wear to work differs from what you wear to school? How will your clothing change after high school? Discuss these differences with a parent. When shopping for new items, do you consider whether you'll wear them after high school? Answer these questions in your notebook.

C. Interview two or three adults with different jobs. Ask them if they have written or unwritten dress codes at work. How do the dress codes differ with the job? Have any of the adults had to dress differently after a promotion? If so, how did the code change? Answer these questions in your notebook.

Proportion and body types

No one thinks their body is perfect. But then again, imperfections make us unique. Everyone has some body parts that are out of proportion—even your favorite movie star. No matter whether your body is heavy or slim, you'll look best when bust, waist, hips, and thighs are in proportion. Emphasizing your best features can camouflage figure imbalances. Use color, details, and accessories to draw attention to the areas you want people to notice. Jewelry, a flower, or a colorful tie at the throat draw attention to an interesting face. Belts with large, contrasting buckles draw attention to a slim waistline.

If you think one area of your body is too flat, select garments with gathers in that area to add fullness. Women who are small in the bust look better in blouses and dresses with gathers or a series of unpressed pleats across the front bodice. Jackets made of bulky fabric, sweaters, and loose vests all help hide a flat chest. Bulky jewelry and flowers worn at the center front also help fill out a bustline.

Bulky sweaters and jackets make men look fuller in the chest. Men also can have extra interfacing and padding sewn into their suits and jackets to make them appear robust.

If you are fuller than average through the bust and chest areas, the opposite techniques apply. Select clothing with few gathers or pleats in the front bodice. Unpressed pleats and gathers at the waistline seam of the bodice are more flattering than darts. Don't wear bulky jewelry. You can wear flowers and pins high on the body—close to the throat or on the shoulder.

In other areas, a small amount of fullness can soften a curve. Pleated pants make a full stomach and round thighs less noticeable. Skirts with a few gathers at the waistline hide a full stomach. Tapered or tight pant legs emphasize heavy thighs. But slightly fuller pant legs or a flared skirt can camouflage them.

Fabrics can also create the illusion of

added heigh or width. Use them to balance figure proportions. Bulky and fuzzy textures add weight to the body. Examples are bulky knits, wide-wale corduroy, boucle, tapestry, terry cloth, quilted fabrics, angora, and mohair. The weight of these fabrics can dwarf very thin and very small people. But a tall, slender person can wear them successfully. A seersucker may not add pounds, but a rough, nubby-wool tweed probably will. A bulky sweater looks good on a figure that is small through the chest. A heavy, wool tweed looks great on a person with a narrow hipline and full bustline. Very heavy sweaters may look great on a tall man, but they may dwarf a small man.

Crisp or stiff fabrics stand away from the body and add width. They are more flattering on a thin figure because they give the illusion of added weight. Examples are brocade, tapestry, leather-like fabrics, tulle, plastic, and heavy denims. Moderately stiff or crisp fabrics are becoming to almost all figures. Examples are linen, twill, durable press fabric, medium-wale corduroy, some double knits, and denim.

Coarse or rough fabrics are good choices for average-to-slim figures. But they make heavy figures look even larger, and petite figures appear lost. Examples are monk's cloth, hopsacking, wide-wale corduroy, heavy tweeds, bulky knits, fleece, and mohair.

Clingy fabrics reveal the silhouette. They can emphasize minor figure irregularities. They are attractive on well-proportioned figures, and they can add width when gathered very full. Sometimes soft clinging fabrics are draped diagonally across the figure. The slant of the drape and how vertical it is determines whether the figure appears taller or heavier. Some examples of fabrics that cling are chiffon, satin (except slipper satin), thin silk or rayon, most nylon knits, batiste, thin T-shirt knits, velvet, lightweight crepe, and lawn.

Dull or matte finish fabrics absorb light and may make a figure look smaller. They are suitable for all figure types. Examples are wool crepe, gingham, raw silk, wool flannel, cotton suiting, denim, chambray, linen, wool jersey, challis, pique, sailcloth, and broadcloth.
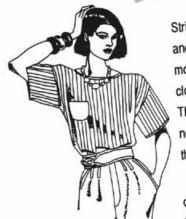
Shiny fabrics make people appear larger, and they call attention to figure irregularities. They emphasize body curves and angles. The average-to-slim figure can wear them successfully. Some examples are plastic, velvet, cire, patent leather, satin, sateen, polished cotton, and sequins.

Medium-weight fabrics and smooth or slightly textured fabrics are flattering on most figures. Examples are serge, gabardine, wool jersey, flannel, gingham, percale, broadcloth, velveteen, crepe, linen, shantung, chambray, and challis.

Stripes create horizontal or vertical lines, making the body appear taller or wider. Sometimes they fool the eye, depending on the width of the stripe and the spacing. The eye moves across or up and down evenly spaced lines. Evenly spaced vertical lines add width as well as height. Evenly spaced horizontal lines add height as well as width.

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Stripes with wide color variations and lots of contrast stand out more than narrow stripes with closely related color schemes. These bold stripes are more noticeable than muted stripes or those with little color variations.

To determine how a stripe directs the eye, stand away from the fabric or garment and squint. As the details fade, dominant lines stand out. You can determine whether the stripe directs the eye horizontally or vertically.

Prints and patterns are similar to stripes. Pattern motifs in closely related colors generally do not add width to the body. But when colors contrast more, they are more apt to add width. Keep prints in proportion to the size of the body. Small people generally look more pleasing in small-to-medium sized prints. A large print may overpower them. The opposite is true for large people.

Color

Some colors complement your personal coloring. The secret is to learn which colors make the most of your appearance and which colors to use in moderation.

Start with your personal coloring—hair (natural color), eyes, and skin (without makeup). Skin tone is the most important factor in determining the best colors for you, although hair and eye colors are important, too. Look at yourself in natural daylight. People with cool coloring have more blue or blue-pink tones, while those with warm coloring have more yellow (even orange) tones. Whether you are Caucasian, Asian, Latin, or Black, your skin has either a blue or yellow undertone.

The same underlying pigmentation is in your hair, the whites and iris of your eye, and even your teeth. As you grow older, your natural coloring fades, but the undertones always remain the same.

To determine hair and eye color, examine yourself in front of a mirror in daylight. What do you see? Ask a parent or friend to help you. Color is subjective. We don't all see or interpret color pigments the same way. One person may see the color turquoise as blue, but someone else will call it green.

The undertone in your personal coloring clues you in on your best colors. If your undertones are blue, all colors with an undertone of blue will be good for you. If you belong to the yellow group, the colors you wear should be those with yellow undertones. The challenge is to see the undertone in your own coloring.

This ability is particularly important. In the fashion world, tints and shades have new names each season. Blues can be called powder, cornflower, bluebell, ice, navy, sapphire, turquoise. or aqua. You must be

able to see which blues flatter your coloring. Don't just rely on this year's fashion names.

The dominant values of your skin, hair, and eyes may be light, medium, or dark. There may be a great contrast in value between your skin and hair color, or they may be similar. Your hair and eyes may be very bright or more neutral.

People with pale coloring and little value contrast between hair and eyes look best in medium- or low-intensity colors. They should avoid bright intensities and strong value contrasts. Someone with neutral coloring should be careful not to choose overpowering colors in either value or intensity. Also, neutral colors that match personal coloring too closely neither complement nor enhance one's appearance. Wearing a dark value or splash of medium-color will add interest.

The opposite is also true. People with strong natural coloring and a strong value contrast between hair and skin can wear a wide range of colors, values, and intensities. People with dark hair and dark skin can also wear a range of color values and intensities.

Activity Group 2

Choose one of these activities. Tell what you did, and put the results or findings in your notebook.

A. Work with a few friends and collect fabrics with different textures, stripes, and patterns. For each fabric, decide whether it would make the body appear wider or taller. Label and mount or describe each fabric in your notebook. Discuss the garments made from these fabrics. Summarize the discussion with your friends.

B. Make a personal coloring chart (similar to the one below). Have a parent or friend help you determine your personal coloring.

Personal Coloring and Colors

(for both guys and gals)

My skin color is: *(Circle one in each category.)*

Tone:	Light	Medium	Dark
Undertone:	Yellow	Blue	

My hair color is: *(Circle one in each category.)*

Tone:	Light	Medium	Dark
Color:	Blonde	Brown	Black
	Red		

My eye color is: *(Circle one in each category.)*

Tone:	Light	Medium	Dark
Color:	Blue	Gray	Green
	Brown		

C. Collect different colored garments, pieces of fabric, and/or bath towels. Remove your make-up. Drape the items around your shoulders, close to your face, and study yourself in a mirror in daylight. Have a friend or two assist you in determining your best colors. List your most flattering colors in your notebook.

Grooming products

Claims and labels

People have always used cosmetics to enhance their appearance. The tombs of ancient Egyptian kings revealed evidence of

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