FCCLA x Fashion

Compete like a creative founder.

A quick guide to what FCCLA is, why it matters, and how Fashion Club can turn style ideas into a real competition project.

Interest check today



Created by Athena Shih

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What is FCCLA?

Not just a club — a path to build real skills

FCCLA = Family, Career and Community Leaders of America.

Students create projects, compete, present to judges, and build career-ready skills.



1. **Leadership** — Plan, communicate, and follow through.
2. **Career skills** — Practice professional thinking before college.
3. **Recognition** — Turn club work into something official.

Why high schoolers should care

It looks stronger than “I like fashion” because it shows action, teamwork, and results.

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Why Fashion Club fits

Because fashion is already business + creativity

1

Creative concept

trends, design direction, customer story

2

Business strategy

pricing, marketing, merchandising, operations

3

Pitch skills

slides, speaking, judge Q&A, clear reasoning



The point is not “who dresses best.”

It is who can build the clearest idea, make smart decisions, and explain why it works.

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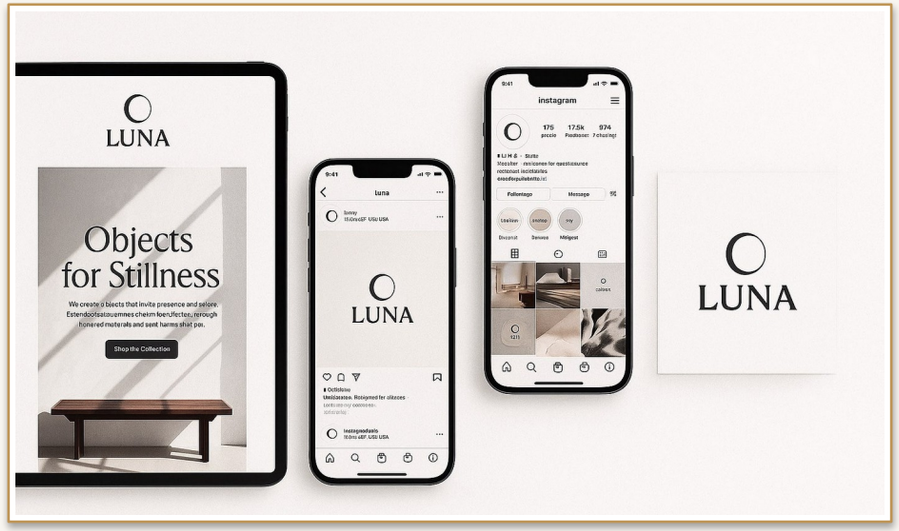
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What could we compete in?

Official fit should be confirmed with advisor / Student Life

Virtual Business Challenge options listed:

Entrepreneurship **Restaurant**



Fashion Club angle

Even if the official track is not “Fashion,” we can still bring fashion thinking: customer identity, branding, pricing, trend research, and a polished pitch.

Goal: build a serious team

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How the challenge works

Simple version for anyone deciding whether to join

1. **Join / confirm eligibility**
2. **Form a team of 1–3**
3. **Practice the simulation**
4. **Upload best score**
5. **Present like pros**



High-school friendly truth:

You do not need to be perfect. You need to be reliable.

Winning = consistent practice + clear decisions + strong teamwork.

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Team roles

Everyone needs a job — no “ghost teammates”

1	**Creative Lead**	brand vision, mood, customer, story
2	**Strategy Lead**	pricing, costs, decisions, data
3	**Presentation Lead**	slides, explanation, judge Q&A



Serious teams reply on time, practice, share work, and finish what they promise.

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Dates + commitment

The details people need before saying yes

1. **Sept. 29**
   registration
2. **Oct. 13–Nov. 6**
   Round 1
3. **Feb. 1–26**
   Round 2
4. **Mar 29–Apr 2**
   Final

Before joining, ask:

- Can I meet deadlines?
- Can I practice with my team?
- Can I communicate clearly?
- Can I help build the final pitch?

Only yes = real commitment

Team size

1–3 members

Possible awards

$1,000 / $500 / $250

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NEXT STEP

Interest check

Only vote YES if you are seriously interested in participating.

YES means:

I can commit time, communicate with my team, help with strategy / research / presentation, and follow through.

Form possible teams of 1–3

Confirm official event / track, affiliation, dues, advisor approval, and school registration process.







Fashion Enterprise & Innovation Club

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