



The Love Yourself Project Passion for Fashion

Objective:

To offer an after school program where young girls have the opportunity to discuss their passion for fashion, their sense of identity, body image, and the overall experience of developing as young girls. While focusing on fashion as a starting point, this program seeks to offer a comfortable, safe environment where young girls speak openly with each other and a responsible staff about their development. The program will also offer structured classes that teach girls about the development of fashion. Classes will bring fashion into the context of media, advertising, and the gender roles that are created as a result of it. This program seeks to challenge the girls, in an age appropriate way, to value their unique sense of self that is separate from norm. At a young age, it is often that people strive to mold themselves and act like their peers for the purpose of gaining acceptance. In Passion for Fashion we want to teach the girls to appreciate their individuality and freedom of expression while offering an environment where the girls can simultaneously work on building healthy relationships with their peers.

The culmination of this program is a fashion show that the girls plan and staff ensure happens. The purpose of the show is for girls to model their own clothing/ personal style. It also serves as a reward for working so constructively throughout the program. Presenting their personal style and confidence to family and friends during the fashion show will be a great way to present their development throughout the program.

Participants:

This program is best suited for females ages 8 through 12. This is the age bracket where young girls truly begin to consider their own identity while reacting to the world around them. It is typically this age where fashion becomes of great

interest to them while their personalities begin to form. This program can be a great way to teach girls healthy notions of body image and self presentation.

The ideal group size for this program is 20 participants.

Locations:

Meetings should be held in a room at the youth organization. By meeting in a comfortable location, girls are more likely to feel receptive to the ideas presented. Occasionally, girls will be taken on program related field trips throughout the city.

Meetings:

This program consists of 8 meetings, a dress rehearsal, and the Fashion Show final event. Passion for fashion will meet for an hour after school, once a week. The program will last for 9-10 weeks, from start to final event. All meetings will consist of activities, lectures, games, and personal journal time. Girls will begin with a welcoming activity where they express how their week has been and what they are feeling. Girls will end the meeting by taking the final 5-10 minutes to write in their Passion for Fashion journals about their reactions to the meeting. The meeting topics are outlined as follows.

Week 1

Introduction. Girls will participate in icebreakers and games that will allow them to become familiarized with each other. Staff will introduce the purpose and ideas that will be presented throughout the program. Girls will receive a permission slip to be signed by parent or guardian.

5-10 minutes of journal entries

Week 2

Sociological trajectory of the development of fashion. Girls will discuss what is fashion? How is it practical, functional, aesthetic, reflective of the times, etc. What is fashion to you?

5-10 minutes of journal entries

Week 3

Media. Girls will look at fashion on television, in music videos, films, magazines etc. They will be taught to deconstruct these images and portrayals of females. They will be asked to consider what good representation is and what bad representation is.

5-10 minutes of journal entries

Week 4

Self. Having met a few times, girls will feel more open to speaking freely amongst each other. Girls will participate in activities and present to the group about their own personal style and what that means to them.

Girls will also begin to discuss plans for the fashion show. The girls will vote on a theme for the show and sub-themes within that. Since the girls will be modeling in the fashion show, they will eventually have to decide on four looks from their own style/closet that represent theme. For example; theme seasons (spring, summer, fall, and winter looks). From this point on girls will spend 20 minutes of each meeting planning the fashion show.

5-10 minutes of journal entries

Week 5

Health. In this meeting staff will present on the topic of healthy body image and body maintenance. Girls will discuss hygiene, exercise, and healthy eating habits.

20 minutes of fashion show planning

5-10 minutes of journal entries

Week 6

Inspiration and Style. Girls will be asked to bring in one source of inspiration for fashion that derives from another medium. This can include painting, music, sports, theater, poetry, literature, etc. The point is for the girls to learn ways in which they can develop their own personal style by pulling inspirational from sources other than the mainstream commercial sources.

20 minutes of fashion show planning

5-10 minutes of journal entries

Week 7

Fashion Show. This meeting will be completely focused on the fashion show as girls will be asked to bring in the clothing that they have chosen to wear for each of the four looks. Each girl will have an equal amount of time to present their looks/style to the group. Any other plans and details that need to be decided upon for the show will be discussed and voted on here.

5-10 minutes of journal entries

Week 8

Final Meeting and Photo Shoot.

In this meeting girls will present on their discoveries and developments from the program. Staff will thank girls for their participation and dedication to meetings. Each girl will have her photograph taken (to be added as part of the fashion show décor). Girls will discuss the protocol and plans for the fashion show so that they feel prepared.

****Dress rehearsal to be scheduled the week of the event. Date of event will also be scheduled based on the availability of club space, girls in program, staff and holidays. Event should occur in May.**

Fashion Show Planning Points:

NOTE: although girls will make all of the creative decisions, staff will do most of the logistical planning outside of meeting time.

- Solid list of girls who are able to participate in show (with permission slip)
- Maintain communication with girls' parents
- Space (gymnasium or auditorium?)
- Stage set up and seating
- Aesthetic theme (look, colors, decoration themes)
- Decorations
- DJ (preferably music director in club as to promote club collaboration)
- Playlist of appropriate music
- Host and/or Hostess
- 3 performances (in between looks to give girls time to change)
- PowerPoint presentation of girls' photographs to be played throughout downtime
- Hair and makeup volunteers
- Backstage volunteers (to ensure that girls are dressed, calm, and ready)
- Model order list
- Programs for guests
- Ask parents to bring treats and refreshments, potluck style (this has proven successful)
- Napkins, plates, cutleries, cups, table cloths, etc.
- Volunteers to organize refreshments and flow of guests at station
- Small gifts to present the girls for completion of the program
- Advertising of event at club and throughout community (flyers)
- Local media coverage (radio stations, papers, television, etc.