

Taking Your Fashions to Market



In groups or as an individual, students will explore the career of fashion merchandising. Students will design and create a fashion product (ex. Bags/purses, clothing, jewelry, hair accessories, etc.). Students will then take the product from inspiration, to development, to market. Your completed project should include the following:

Possible Points	Performance Tasks	Points Earned
15 pts	Sketch/Design of a potential product	
25 pts	List of materials needed to make the product with prices	
10 pts	Product description (either of the one main product or if you will have several different styles, designs, or colors)	
10 pts	Target customers	
20 pts	Marketing Plan with 2-3 different marketing techniques used (posters, commercials, flyers, etc.)	
10 pts	Design of Display (Illustrated)	
10 pts	Potential Price of Completed Product and Profit potential	
50 pts	Completed Product	
150 pts	TOTAL POINTS	

This project is due on _____.