



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

County: County of Henrico  
Program Title: Fashion Symposium  
Program Category: Community & Economic Development

### CONTACT INFORMATION

Name: Victoria Davis  
Title: Public Relations Specialist  
Department: Public Relations  
Telephone: 804-501-4933 Website: www.henrico.gov  
Email: dav127@henrico.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Monica Smith-Callahan  
Title: Deputy County Manager for Community Affairs  
Signature: *MSCallahan*

## **Program Overview**

“Fashion Symposium” was a collaboration between the Henrico County Public Schools marketing program and the family and consumer sciences program. Marketing teachers teach a class called Fashion Marketing while the family and consumer science teachers teach a class called Fashion Careers. To make the event happen, the two programs also collaborated with community partners from Goodwill of Central and Coastal Virginia, and the executive director of RVA Fashion week. The executive director used his contacts within the Richmond-area fashion industry.

The purpose of the event was to expose high school students to the fashion industry, including modeling, professionals from the clothing design world, photographers, makeup artists and hair stylists. The event brought together 75 students from 10 high schools who participated in industry-related fashion sessions and came together at the end for a “design challenge.” The culminating design challenge was sponsored by local Goodwill stores, the RVA Fashion Week team and HCPS marketing and family and consumer sciences programs.

## **Problem/Challenge/Situation Faced by Locality**

The need for the program came from career and technical education teachers and specialists, who wanted to find ways to get students involved in fashion in a more direct way, outside of their classroom experience. The opportunity to have a firsthand experience with the largest fashion event in RVA provided a solution. The partnership afforded students the opportunity to learn from professionals in the fashion industry. RVA Fashion Week represents the Richmond area's top models, leading designers, producers, choreographers and stylists. This ultimate combination delivers unforgettable events around Richmond and showcases many of the industry's top organizations and charities. Every year, RVA Fashion Week brings together local businesses and designers to display Richmond's style, creativity, street culture and art by virtue of fashion.

### **How Program Fulfilled Awards Criteria**

The Fashion Symposium fulfills the criteria for a VACo Award because it has created an innovative way to support the goals of youth who want to learn more about an industry. The Fashion Symposium is the first of its kind in the Richmond area. It was a culmination of two career and technical education content areas and our community partners, and created a memorable, no-cost event for a diverse group of high school students interested in Virginia's human services career cluster. Students were able to participate in hands-on activities and learn firsthand what it takes to be part of a city fashion industry.

### **How Program Was Carried Out**

The objectives of the HCPS Fashion Symposium were to introduce students to the different areas of the fashion industry, including photography, modeling, makeup, hair and styling. We began to meet virtually and in person and brainstormed several ideas that would be helpful to students who had an interest in the fashion career field. We ultimately decided on the Fashion Symposium. Students enrolled in or previously enrolled in fashion marketing, fashion career or entrepreneurship courses, and who exhibited a strong passion for the fashion industry, were invited by their teacher to attend.

The Fashion Symposium agenda included a welcome speech by marketing and family and consumer sciences specialists; a motivational guest speaker; and four fashion-related sessions: design and merchandise; hair, makeup and model behavior; and production, marketing and media. Lunch was provided at no cost to all attendees and a fashion challenge was presented about 45 minutes before dismissal from the event.

Each fashion session was facilitated by a business partner from the fashion industry in the Richmond area. Each partner was an entrepreneur of their own fashion company and represented their brand while sharing information with students and providing hands-on activities. The

activities tied everything together and gave students a chance to work in groups or independently, depending on the activity. The Fashion Challenge enabled students to collaborate with their peers to satisfy the challenge. Challenge No. 1, the “Trash Bag Challenge,” required students to use trash bags to create an outfit and model it on the runway. Challenge No. 2, the “Styling Challenge,” required students to select a prefilled bag of garments from donated Goodwill items. They used the clothing and added additional pieces from their closet to create a complete, original outfit without purchasing anything new. Specific roles related to the day’s session were assigned within each group, and included a photographer, a stylist, makeup and hair artists, a model and an executive producer of branding and marketing. Final products were due in March 2023 and the winning team would win tickets to RVA Fashion Week’s finale show, along with the chance to model their newly created fashion on the runway in RVA Fashion Week’s Fashion Show in April. The business partner was part of the planning process from the beginning and used his contacts to assist us with the event.

### **Financing and Staffing**

Supplies were covered by the marketing and family and consumer sciences specialists. Organizers purchased trash bags, name tags and folders for all participants at a total cost of \$51.07. Lunch and snacks were also provided at no cost to the students and prepared and served by hospitality, tourism and catering students at the ACE Center at Highland Springs. The \$500 cost of lunch was covered by program food budgets. A school bus was provided for students and driven by retired staff with an appropriate driver’s license. Belmont Recreation Center was the venue for the event, a Henrico County facility available to HCPS at no cost. Event speakers and session facilitators donated their time to students, and the clothing provided for the fashion challenge was donated by local Goodwill stores.

## **Program Results**

The 2022-23 Fashion Symposium was a successful event. Students heard from various professionals in fashion and a local radio personality, who is well-known in the Richmond area for connecting people with food, arts, sports and education. The students were engaged and asked many questions from our fashion-forward guests.

When students were in the design session, they worked with two designers who have had collections showcased in previous RVA Fashion Week productions. The two designers had the students engage in exercises to help them create a “mood board,” typically the beginning step of designing a collection. Students used favorite fabric samples, and perused fashion magazines to cut out pictures that spoke to them. They had the opportunity to look at examples of the designers’ mood boards that inspired entire collections for a given season. They listened to stories from the designers about the pieces they designed, and the feelings, thoughts and representation of each piece. The designers did a great job of taking students through the beginning of the design process. Once students completed their mood board, they shared and explained the rationale behind their selections.

In the second session, the students had a chance to practice makeup, hair, photography and walking a runway. Students were able to interact with models who have participated in the RVA show.

During the final group session, students were introduced to the Fashion Challenge. They were given instructions on competing for the opportunity to have their designs in the 2023 RVA Fashion Week show. The first challenge was the trash bag challenge, where students were provided with trash bags to design an outfit to be modeled and photographed. The second challenge (independent of the day and optional) was the repurposing of clothing items donated from Goodwill to be photographed and modeled.

The student designs were due for judging March 30, 2023. There were four team submissions and one team was selected to participate in RVA Fashion Week's Spring Show in April 2023.

HCPS staff members communicate regularly with the organizers of RVA Fashion Week regarding the future of this event. All parties are thrilled to continue the collaboration.

### **Brief Summary**

"Fashion Symposium" was a collaboration between the Henrico County Public Schools marketing program and the family and consumer sciences program. Marketing teachers teach a class called Fashion Marketing while the family and consumer science teachers teach a class called Fashion Careers. To make the event happen, the two programs also collaborated with community partners from Goodwill of Central and Coastal Virginia, and the executive director of RVA Fashion week. The executive director used his contacts within the Richmond-area fashion industry.

The purpose of the event was to expose high school students to the fashion industry, including modeling, professionals from the clothing design world, photographers, makeup artists and hair stylists. The event brought together 75 students from 10 high schools who participated in industry-related fashion sessions and came together at the end for a "design challenge." The culminating design challenge was sponsored by local Goodwill stores, the RVA Fashion Week team and HCPS marketing and family and consumer sciences programs.

## **Fashion Symposium Supplemental Material**

All supplemental materials can be found [here](#)