



Shopping in Style



Shopping in Style helps youth develop confidence and skills in selecting, purchasing, and evaluating clothing while preparing them to be Beyond Ready for college, careers, and life. Members learn how to build a wardrobe, plan budgets, compare quality, and understand how clothing choices reflect personal style and professionalism. Through hands-on activities, youth explore color coordination, body type considerations, and smart shopping strategies while strengthening critical thinking and decision-making skills. Participants also learn to analyze advertising, make informed consumer choices, and communicate effectively through opportunities such as Fashion Revue. This project fosters financial literacy, self-expression, and responsible decision-making that youth can apply throughout their lives.

Starting Out *Beginner:*

- Identify personal style and clothing preferences.
- Learn how to choose colors and create basic outfit combinations.
- Plan a simple wardrobe and clothing budget.
- Learn to read clothing labels and care instructions.
- Explore ways to make wise purchasing decisions.
- Understand the difference between needs and wants.

Learning More *Intermediate:*

- Take body measurements and identify correct clothing sizes.
- Evaluate clothing needs through a wardrobe inventory.
- Learn how color impacts appearance (warm vs. cool tones).
- Compare clothing quality, cost, and care requirements.
- Coordinate accessories to enhance outfits.
- Explore how clothing choices reflect professionalism.

Expanding Horizons *Advanced:*

- Analyze clothing advertisements and marketing strategies.
- Build a wardrobe based on body shape, proportion, and balance.
- Compare brands, fibers, and long-term value of clothing.
- Develop a professional wardrobe.
- Mentor younger members.
- Evaluate ethical, sustainable, environmentally responsible clothing choices.

Beyond Ready

Ready to Lead

Youth involved in 4-H are **two times more likely to have the goal of becoming a leader**. Through real-world experiences and the guidance of caring mentors, they develop the confidence, communication, and decision-making skills needed to lead in today's changing world.

Ready to Serve

Youth who participate in 4-H are **three times more likely to engage in community service**. Service learning provides them with purpose and connection at a time when **more than 53% of Gen Z report feeling lonely**. Through 4-H, youth are empowered to serve with compassion and make a meaningful impact.

Ready to Build

With nearly **10 million unfilled jobs and 77% of employers seeking real-world skills**, 4-H helps youth build what matters. Through hands-on projects and career exploration, youth gain adaptability, problem-solving, and workforce readiness.

Ready to Conquer

While 52% of young people feel like they're failing at life goals, 4-H youth rise with resilience. Backed by research and supported by caring adults, they learn to overcome challenges, set goals, and take charge of their future with confidence.

Building a Ready Generation in a World of Change!

Shopping in Style Project

Expand Your Experiences!

Healthy Living:

- Build confidence and promote positive self-image through personal style choices that encourage comfort and self-expression.
- Select clothing appropriate for physical activity, safety, weather conditions, and overall well-being.
- Learn clothing care practices that extend garment life, reduce waste, and contribute to healthy, sustainable living.

Science and Agriculture:

- Explore how fiber content, fabric characteristics, and textile construction influence clothing quality, performance, and care requirements.
- Investigate the role of agriculture in producing natural fibers such as cotton and wool used in clothing.
- Compare natural and manufactured fibers to understand material differences and appropriate fabric selection.

Community Vitality:

- Participate in Fashion Revue and community events to build communication, leadership, and public presentation skills.
- Support local businesses and strengthen communities through informed purchasing decisions and consumer awareness.
- Promote sustainable clothing practices by reusing, recycling, donating, and properly caring for garments.

Communication and the Arts:

- Communicate style choices clearly to others, including family, friends, and judges.
- Practice articulating budget decision and trade-offs made while shopping.
- Build self-expression skills by describing personal style through speaking and writing.

Career Exploration:

- Explore careers in fashion design, merchandising, or product development.
- Learn about careers in purchasing and branding.
- Visit colleges with textile career pathways.
- Job shadow a professional clothing merchandiser.
- Tour a clothing manufacturing company.
- Create a real/conceptual shopping in style product or service business and participate in a YEC (Youth Entrepreneurship Challenge) competition.

Contact Information

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Resources & Events:

Build confidence, resilience, and real-world skills through hands-on activities.

- Club Day Presentation
- [Kansas 4-H Clothing Challenge: Thrifty Threads](#)
- Fashion Revue opportunities at local and state levels
- Discovery Days and statewide learning events
- Youth Entrepreneurship Challenge contests
- Local Extension workshops and activities

Curriculum & Resources:

- [Contact your Local Extension Office](#)
- [Shopping in Style](#)
- [Kansas 4-H - Clothing Challenge: Thrifty Threads](#)
- [University of Illinois Urbana-Champaign Shopping in Style](#)
- [Oklahoma State](#)
- [Missouri Extension Fashion Revue Guide](#)

4-H Record Keeping:

Learning to keep accurate records is a life skill.

- [Setting 4-H Project Goals \(4H1100\)](#)
- [Kansas 4-H Record Keeping](#)
- Complete a Shopping in Style journal that tracks:
 - Expenses, materials, and budgeting decisions
 - Skills gained and challenges overcome
 - Color, body type, and style analysis
- Wardrobe inventory

Project Exhibit Ideas:

- Modeled outfit for Fashion Revue.
- Wardrobe plan or clothing budget display.
- Comparison of clothing items (quality, cost, care).
- Advertisement analysis presentation.
- Outfit coordination board showing style choices.
- Progression of clothing styles over the years display.

