

Fashions for Ageless Dressing

Teaching Guide

INTRODUCTION:

Being well dressed and looking good knows no age! Mature men and women need not copy teenage dress or dream of physiques and fashions of years gone by. It is never too late to start or to make a change in your personal appearance. Explore and find what is personally best and flattering to your body. Being fashion smart in today's world means *being honest with oneself* and *having an awareness* of a changing personal silhouette. Be alert to yourself and to fashion, and let nature take its course without taking over completely!

Aging is a natural, normal process that happens with time. However, losing one's youthful appearance can be a painful experience for men and women alike. Aging with grace and beauty is something to which everyone should aspire. But all too often we suddenly wake up one morning, look in the mirror, and see an "old" person. The thought quickly emerges as to how did this happen, and what can I do about it?

SUGGESTED PROGRAM PURPOSE & OBJECTIVES

The purpose of the **Fashions for Ageless Dressing** lesson is to explore and address the importance of clothing and grooming techniques as useful tools to ageless dressing. Looking good is not a function of age! Looking good is a function of knowing your body and knowing how to use clothing and grooming techniques to enhance it. The lesson can be used with male or female audiences. However, more emphasis will be placed on and materials have been developed for the female audience.

You are *strongly encouraged* not to mix segments of this program with segments from other previously developed lessons! Each program has been designed and developed to allow program participants to focus and deepen their knowledge in specific concepts rather than a superficial overview of multiple concepts.

Select *one or more* of the following objectives that most closely match the program focus you plan to use.

As a result of this program, the participant will

- Recognize clothing and grooming techniques as tools to *ageless dressing*.

- Feel more knowledgeable about using clothing and grooming techniques to look more youthful and/or attractive.
- Use or adopt one or more techniques discussed as part of the lesson/program.
- Feel better about himself or herself (more confident) when buying or selecting clothing. [Builds and improves positive self-esteem.]
- Other: Please list below

ROLL CALL

If this program/lesson is being presented to a club or group where roll call is taken, consider using one of the ideas below related to the program topic. Program participants will be encouraged to begin thinking about the topic as they respond to their name being called. *Select one of the suggestions below, or design one of your own based on the focus of your program.*

When your name is called, respond with:

- A grooming technique or clothing item that *you think* can make an individual look younger or older (e.g.: hairstyle, hemline, etc.).
- An aspect of wardrobe or personal appearance that you believe is ageless—has no impact on helping you look older or younger (e.g.: specific colors, pants, etc.).
- Something you wear that makes you feel younger (e.g.: red dress with fringed hemline, sandals, etc.).
- Something you wear that makes you feel older (e.g.: brown suit, dresses that are too long, etc.).
- One thing you would like to learn from this lesson on *Ageless Dressing* (e.g.: clothing to wear as I grow older).
- Other: Please state in the space below.

SUGGESTED VISUALS & RESOURCE MATERIALS

Select items from the following list that will help you present the program/lesson based on the focus you have chosen. Your county Extension agent may have some helpful suggestions and ideas or may check (√) the resources they are making available for your use.

- Lesson Sheet: *Fashions for Ageless Dressing* CT-LMH.209

- Other Related Handouts:
 - *Silver Threads for the Golden Years—Women* CT-LMH.106
 - *Silver Threads for the Golden Years—Men* CT-LMH.107
 - *Hair Care* CT-LMH.075
 - *Skin Care & Cosmetics* CT-LMH.073
 - *Fashion & Fabric Showcase* (A trend newsletter prepared in February and August, available on UK Family & Consumer Sciences Web site.)

[Camera-ready copies can be found in the *Fashions for Ageless Dressing* program packet, downloaded from the Web site or available from your county Extension agent.]

- PowerPoint® Presentation
Available on Web by accessing http://www.ca.uky.edu/fcs/ageless_dressing

- Transparencies / Posters (color or black-and-white)
 - *Fashion Hints for Ageless Dressing* transparency masters and script — a series of color transparencies and a suggested script of widely accepted suggestions on grooming and clothing techniques.

 - *Fashion Hints for Ageless Dressing* color posters and script — 8½ by 11-inch color posters can be printed from the transparencies and used when presenting program to a small group.

[Camera-ready copies can be found in the *Fashions for Ageless Dressing* program packet, downloaded from the Web site, or available from your county Extension agent.]

- Resource person from your community.

- Investigate the availability of a trained, knowledgeable individual to come talk with group on ageless dressing. Avoid individuals whose primary concern is to sell a product.

- Computer program “Your Ideal Silhouette®” Body Proportion Analysis.

Requires at least a 386 processor and a 4 MB or RAM and 5 MB free hard disk space, running Windows 3.x or Windows 95. A printer is optional because the information presented can be viewed on the computer monitor.

[This can be requested for loan from the State Textiles & Clothing Office through and by your county Extension agent.]

- Other: Please list in the space below.

SUGGESTED TEACHING/PRESENTING TECHNIQUES

Select and use *one or more of the techniques* listed below based on the focus of the program/lesson, your approach, program time allotment, audience, available equipment and program location. Your county Extension agent may have some helpful suggestions and ideas or may check (✓) the techniques you are encouraged/requested to use.

- Use one of the roll call techniques as an “attention getter” or interest approach technique. If used independently of a roll call, the technique can serve to stimulate discussion.
- Create interest and discussion by asking one or more of the following questions:
 - *Have you ever worn an outfit that made you feel old? Think back to that time and tell us why—what was it about the outfit made you feel that way?*
 - *Can you think of a social occasion when you observed someone who you thought was trying to dress too young? Think back to that time and recall what made you come to that conclusion. Which dressing or personal appearance hint caused you to come to that opinion?*
- Distribute the lesson/program handout as individuals arrive. Talk through the hints using the overheads, PowerPoint® or poster presentation and script.
- Use lesson sheet along with the current Fashion & Fabric Newsletter as handouts. Talk through the hints that impact/relate to your audience using the overheads, PowerPoint® or poster presentation and script. Use some of the fashion trends listed in the Fashion & Fabric Newsletter as examples. If the audience is large enough, break into groups. Ask each group to show how they would put the hints into practice this season using the fashion trends information.
- Prior to the lesson, look in your own closet and/or ask some individuals who will be attending to bring in some outfits they consider to be “young” looking and/or “old” looking. Discuss the reasons why. Relate them to the hints on the handout if possible. If time permits, discuss how the garment/outfit might be changed to become ageless.
- Bring in a mannequin or ask someone to serve as your live mannequin for the presentation. Actually illustrate as many of the fashion hints from the handout as possible. OR ask individuals or groups of individuals to come up and illustrate a hint.

- Distribute and discuss the lesson/program handout. Arrange to have a computer nearby to use. Have the computer program (“Your Ideal Silhouette[®]” Body Proportion Analysis) loaded and ready for use. Gather a small group around the computer and analyze appropriate styles for yourself or one of the individuals. Work with your local Extension office to arrange time when individuals can come in and use the program. This could serve as a demonstration to encourage individuals to schedule a time to come back to the Extension office and use the program during a designated time.
- Gather a series of pictures from catalogs or fashion magazines. Arrange to have an easel or board on which the pictures can be mounted for the group to see. Before the start of the program, ask individuals to look at the pictures. Allow each participant some time to determine if the person appears to look *ageless*, *younger* or *older*. Discuss as a group. Following your discussion, give everyone a copy of the lesson/program handout.
- Other: Please state in the space provided below.

EVALUATION

Evaluation is a very important part of any program or lesson. It should provide helpful, constructive information about how the program/lesson was received as well as ideas on programs and activities that might be useful in the future. Immediate feedback can be obtained at the close of the lesson/program. Long-term learning and behavior change must be identified some weeks or months following the lesson/program. Your county Extension agent may have some helpful suggestions and ideas OR may check (✓) the techniques they encourage/request you to use.

Immediately following the program/lesson:

- Hand out copies of the ***Fashion Articles for Ageless Dressing*** form. Ask participants to complete and turn it in as they leave and/or use it as a verbal evaluation at the close of the program/lesson. [Special thanks to Lucy Forbes, Metcalfe County Family & Consumer Sciences agent for allowing us to use her form!]
- In a small group setting, give each person a piece of paper and have him or her list one thing he or she learned from the program/lesson.
- Use one of the roll call suggestions and ask each participant to respond with an example of something learned from the lesson.
- Other: Please state in the space below.

Two to four months following the program/lesson:

- If this is a Homemaker Club meeting, work with the county Extension agent to see that the ***Fashions for Ageless Dressing Follow-Up*** is duplicated for your group. Select a meeting date and ask the individual in charge if you can pass out and collect the follow-up evaluation forms. Tally the results and share it with your county Extension agent.
 - If this is another type of club that meets on a regular basis, secure a copy of the ***Fashions for Ageless Dressing Follow-Up*** form and see that sufficient copies are made to distribute to your group. Ask individuals to complete the form and return it to you before they leave. Tally the results and share the information with your county Extension agent.
 - Using a blank ***Fashions for Ageless Dressing Follow-Up*** form, focus on the questions at the bottom. Depending on the size of your audience, select a representative sample of individuals to telephone. (If you have a small group, telephone everyone!) Ask each person you call to respond to each of the questions indicating how he or she has used the information or how it has benefited him or her and their family members. Tally the results and share it with your county Extension agent.
 - Other: Please state in the space provided below.
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Linda Heaton, Ph.D.
Extension Professor Textiles & Clothing
7/2003

Marjorie M. Baker, M.S.
Extension Associate for Textiles and Clothing
5/2005

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NOTE to County Extension Agents:

This lesson complies with the Kentucky Cooperative Extension Service's Strategic Plan.

Goal #5 Stimulate the acquisition of life skills needed by young people and adults in reaching their full potential as both individuals and members of families.

Outcome 1: Youth, adult, and families make informed and effective decisions.

Indicator 1 (Priority): Number of youth, adults or family members who demonstrate informed and effective decision-making.

Outcome 4: Youth, adults, and families become self-sufficient.

Indicator 1 (Priority): Number of youth, adults, and families who demonstrate increased practical living skills.

HELP with Bullet Preparation:

According to Pamela N. Danziger's article "The Lure of Shopping" in the 2002 July/August issue of *American Demographics*, "members of the Baby Boom generation are facing the inevitability of their mortality as they begin to age." They are expected to have "a hunger" for *experiences* and for *personal development*.

In addition, women 45 to 64 years of age spend more on clothing per capita than any other group. A great deal of our active Kentucky Extension Homemaker audience falls into this age bracket. The 50+ market spends \$26.6 billion a year on women's apparel and \$27 million a day on personal care products. Baby Boomers and the mature market, in general, are enormously affluent and a very influential and powerful group financially, politically and academically. Aging customers are more social, active, work and travel more ("Redefining Fashion for 50+," WWD; an advertising supplement to WWD, March 1, 2002; p. 1) than younger consumers.

"The 50+ generation is redefining what it means to be old. According to David Wolf, creative director for The Doneger Group, "'Old' ain't what it used to be! Looking great doesn't mean looking young anymore. It's the idea of embracing age and turning it into a plus." ("Redefining Fashion for 50+," WWD; an advertising supplement to WWD, March 1, 2002; p. 1)

Linda M. Heaton, Ph.D.
Extension Professor Textiles & Clothing
Family & Consumer Sciences 7/2003