

LJ  
5655  
A 761  
M 1125  
no. 303  
c. 2

V.P.I. & S.U. LIBRARY

SELECTING CLOTHING FOR MEN

AUG 31 1978

BLACKSBURG, VIRGINIA

I. Objectives

- A. Women and men to become aware of the renewed interest in styles, colors, and coordination of men's clothing and to realize that the quantity and price of clothes is not as important as careful planning and coordination of what one has.
- B. Women and men to learn how to select men's clothing from the standpoint of quality features, economic and physical value, as well as good fit.

II. Audiences

- A. All consumers, especially married couples since surveys show that more and more couples are shopping together.
- B. Homemakers since 80% of men's clothes are bought by women.

III. Possible Usages

- A. Homemakers Clubs
- B. Special Interest Groups
- C. County Council Meetings
- D. Agricultural Workers Council
- E. Youth
- F. All news media - radio, newspaper articles, TV
- G. Newsletters

IV. Lesson Outline and Suggested Procedure

A. Introduction to Lesson

For years, information has been written on how to buy women's clothes, the latest style trends, how to coordinate the woman's outfit colorwise as well as with accessories. Not much thought was given to the fact that men's clothes need to be bought with quality features in mind, consideration of coordination of the wardrobe and style trends.

Today, not only the men but also the women who buy for their men are anxious to learn how to make the men look better in their clothes; the best way to build a wardrobe on a small budget, how to pick the right suit, the right shirt, or the right hat; what goes with what; and how to make clothes last longer.

B. Teaching Outline

The prepared lesson sheet can be your guide in teaching this lesson. **IMPORTANT:** It is not expected that the entire lesson sheet can be covered in one lesson. Rather, it is recommended that you select the area of greatest interest and present this to your audience. For example, the section of wardrobe planning and the effect of line on body build could

make up one lesson. Another lesson could be on buying a man's suit - fabric selection, construction features, and fit. You may want to take part of the various sections and interrelate these. The lengthy lesson sheet was prepared, however, because a suit or shirt should not be purchased without consideration of factors such as colors, coordination, line, etc.

Teaching Points

Discussion and Visuals

A. WARDROBE PLANNING

1. Plan New Purchases

Ask if the men in the audience have done impulse buying and found after they got home that their purchase did not go with anything. Ask this of the women who bought a man's garment.

2. Discuss coordination of colors and accessories (mix and match)

Show how this can work. State office has a slide set called "Clothing Cues - Young Men" - and script prepared showing how this could be done.

3. Effect of Body Build on Clothes (also shown in slide set)

You could borrow actual clothing from a men's shop to show this and coordination. The manager may be willing to present a part of this lesson himself.

B. BUYING A SUIT

1. Discuss fabric  
Mention label

Can show samples of various fabrics - 100% wool, blends, etc. Crush to show crease resistance. May borrow a high quality suit and crush the lapel and see if it will spring back. Then crush a low-quality suit, and compare the two.

2. Discuss construction features as matching of patterns

Show garment where these are matched versus one not matched.

3. Lining

Show low-, medium- and high-cost. Compare quality of lining. Can use a USDA bulletin "Men's Suits-How to Judge Quality".

4. Interfacing

\* (See page 3)

MC-303  
Cooperative Extension Service  
May, 1969

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U. S. Department of Agriculture. W. E. Skelton, Dean, Extension Division, Cooperative Extension Service, Virginia Polytechnic Institute, Blacksburg, Virginia 24061

5. Trouser Construction Show differences in various price ranges. (USDA bulletin)
- \*Check with a local store to see if they have a jacket made up partially to show inside. If so, maybe this can be borrowed.
6. Discuss points of good fit Could have men dressed in suit and long sleeved shirt and can discuss points of good fit
- or
- could use poster to show points of good fit as shown in lesson sheet.

C. BUYING SHIRTS (May be a separate lesson)

1. Wide array of colors, styles, fabrics Have selection of shirts to create interest.
2. Collar styles Can use Extension Publication 119 "Selecting Men's Shirts"
- a. Short point
- b. Spread
- c. Regular
- d. Button down
- e. Tab
- f. Low slope
- g. Rounded
- Have as many shirts as you can to show these various styles.

SUMMARY

You may want to summarize the lesson by giving "The Do's and Don'ts of Looking Your Best at all Times."

DO

1. Choose clothes that are becoming to your height and weight.
2. Select clothes suitable for the occasion.
3. Wear the correct accessories with your outfits.
4. Check the quality of fabric and workmanship before buying.

DON'T

1. Spend too much money on a wardrobe.
2. Ignore spots and stains on your clothing.
3. Mix patterns and colors haphazardly.
4. Buy without considering the rest of your wardrobe.

