



June 2, 2015

**Winners Announcement**  
**2015 AATCC Concept 2 Consumer® Merchandising Competition**

AATCC is happy to announce the winners of the 2015 AATCC C2C® Student Merchandising Competition!

AATCC received 25 entries, with 66 students participating from various colleges and universities for its first annual merchandising competition. Students were challenged to showcase their skills in business, marketing, and merchandising by creating a business concept for a hypothetical new product line of an outerwear collection. The hypothetical product line included one technology feature in either the fabric selection (i.e., water repellency) or style (i.e., solar panels). See the full [competition guidelines](#) for more details.

The winners:

- 1<sup>st</sup> Place – [First Line Apparel](#) by Lexis Kambour, University of Delaware (US \$1,000 award)
- 2<sup>nd</sup> Place – [Sunergy Outerwear](#) by Alaina Giovannone, Alison Wallace, Rebecca Himmel, and Morgan Bordlemay, Philadelphia University (US\$750 award)
- Honorable Mention – [Hi-dRATE](#) by Vanessa Hannay and Katrina Steenkamer, University of Delaware (US\$250 award)

AATCC would like to extend appreciation to the following developers and judges of the Association's first annual C2C® Student Merchandising Competition. Without their expertise and assistance, the Competition would not have been possible.

**Developers:**

Jiangning Che, Assistant Professor at [California State Polytechnic University Pomona](#)  
Mary Ruppert-Stroescu, Assistant Professor at [Oklahoma State University](#)  
Nagarajan Thoppey Muthuraman, Senior Textile Innovation Engineer at [BSN Medical Inc](#)  
Sandy Johnson, Director of Sales at [Color Solutions International/Dystar](#)  
Heidi Carvalho, Independent Industry Professional  
Kerry King, Director, R&D at [Spoonflower, Inc.](#)  
Mary Brannon, Apparel Technology Coordinator at [Fashion Institute of Design & Merchandising](#)

**Judges:**

Alan Biggerstaff, Sr. Mgr. Textiles Adult, Outerwear, Swim & Team Sports at [Walmart](#)  
Scott Wagner, Fabric Manager, Innovation & Supply Chain Technical Services at [Levi Strauss & Co.](#)  
Kristina Franklin, Materials Testing & Quality Analyst at [Columbia Sportswear](#)  
Heidi Carvalho, Independent Industry Professional  
Mary Ruppert-Stroescu, Assistant Professor at [Oklahoma State University](#)