



Association of Textile, Apparel & Materials Professionals



May 23, 2016

**Winners Announcement
2016 AATCC Concept 2 Consumer® Merchandising Competition**

AATCC is happy to announce the winners of the 2016 AATCC C2C® Student Merchandising Competition!

AATCC received 43 entries, with 114 students participating from 8 various colleges and universities. Students were challenged to showcase their skills in business, marketing, and merchandising by creating a business concept of a hypothetical new apparel or accessories line (hats, bags, and scarves) that transforms. Examples of transformations could include changing color, serving multiple purposes, or changing through the actual design of the fabric. See the full [competition guidelines](#) for more details.

The winners:

- 1st Place – [One Wear](#) by Jose Gonzalez and Yuxin Zhu, NC State University (US \$1,000 award)
- 2nd Place – [OnesieTree](#) by Annie Schtevie, University of Delaware (US\$750 award)
- Honorable Mention – [Vicissitude](#) by Danielle Raffa, Molly Finnegan, Jen Forsgren and Monina Leung, University of Wyoming (US\$250 award)

AATCC would like to extend appreciation to the following developers and judges. 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, Design, Housing and Merchandising [Oklahoma State University](#)
Sandy Johnson, Director of Sales at [Color Solutions International/Dystar](#)
Heidi Carvalho, Textile Technology Consultant at TTACC
Kerry King, Vice President, R&D at [Spoonflower, Inc.](#)
Mary Brannon, Apparel Technology Coordinator at [Fashion Institute of Design & Merchandising](#)

Judges:

Alan Biggerstaff, Sr. Mgr. Quality/Textile/Color: Team Sports & Adult Apparel at [Walmart](#)
Scott Wagner, Fabric Manager, Innovation & Supply Chain Technical Services at [Levi Strauss & Co.](#)
Jennifer Maloney, Product Development Specialist at [Cintas](#)
Lauren Dalton, Product Integrity Manager at [Zulily](#)
Sarah Simmons, Color Analyst at [The North Face](#)