



May 12, 2017

### Winners Announcement 2017 AATCC Concept 2 Consumer® Merchandising Competition

AATCC is happy to announce the winners of the 2017 AATCC C2C® Student Merchandising Competition!

AATCC received 11 entries, with 20 students participating from 4 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 line that redesigns apparel items (leggings, t-shirts, etc.) for children (ages 2-10) with special needs and/or a disability. See the full [competition guidelines](#) for more details.

The winners:

- 1<sup>st</sup> Place– [Moxie](#) by Alexis Jones, Central Michigan University. (US\$1000, \$200 from [TÜV Rheinland](#), \$200 from [Jefferies Socks](#), \$50 gift certificate to [Socks in Stock](#), and a paid summer online marketing Internship at [Jefferies Socks](#))
- 2<sup>nd</sup> Place– [Kids in Motion](#) by Caroline DeRosa, University of Delaware. (US\$750, \$100 from [TÜV Rheinland](#), \$100 from [Jefferies Socks](#), and a \$50 gift certificate to [Socks in Stock](#))
- Honorable Mention–[Smiley Willy](#) by Lauren Ferrell and Hanna Jernigan, North Carolina State University. (US\$250, \$100 from [TÜV Rheinland](#), and a \$50 gift certificate to [Socks in Stock](#))

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:

Muditha Senanayake, Associate 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](#)  
Kerry King, Vice President, R&D at [Spoonflower, Inc.](#)  
Mark Sunderland, Director Academic Operations/Textile Engineer+ Strategist, [Philadelphia University](#)  
Mary Brannon, Apparel Technology Coordinator at [Fashion Institute of Design & Merchandising](#)

#### Judges:

Alyssa McNamara, Research & Development at [Spoonflower, Inc](#)  
Claudia Romero, Managing Director at [CAPR-STYLE LTD](#)  
Craig Crawford, King of Creative at [Crawford IT](#)  
Emily Coleman, Designer/Merchandise Manager at [Jefferies Socks](#)  
Kristie Rhodes, Manager, Product Development at [Cotton Incorporated](#)  
Lauren Dalton, Product Integrity Manager at [Zulily](#)  
Susan Matter, Product Integrity Manager at [Nordstrom Product Group](#)