



Textile, Apparel, & Materials Professionals



May 16, 2017

Winners Announcement 2017 AATCC Concept 2 Consumer® Student Design Competition

AATCC is happy to announce the winners of the 2017 AATCC Concept 2 Consumers® Student Design Competition!

AATCC received 45 entries, with 46 students participating from 14 various colleges and universities. This year's theme, **Everyday Clothes for Extraordinary Kids**, challenged students to design a line that redesigns apparel items (leggings, t-shirts, etc.) for children with special needs and/or a disability. This new line should enhance the everyday existence of these children and/or their parents/caregivers. Color palette could be chosen from the PANTONEVIEW Colour Planner Summer 2016. See the full [competition guidelines](#) for more details.

Awards:

- **1st place:** **Runway of Dreams Foundation** will award a minimum of **US\$5,000** scholarship to the first-place winner(s). The award will be given on June 8, 2017 at the Runway of Dreams Foundation Gala and Fashion Show in NYC. The winner(s) will have the opportunity to showcase their design before the top leaders in the fashion industry. Runway of Dreams Foundation will make travel and overnight hotel accommodations for the winner up to **US\$1,000**. Should the winner of the competition be an international student, this stipend will be adjusted accordingly. Additional awards include: **US\$1,000** from **AATCC**, **Pantone Cotton Passport**, **US\$100 Spoonflower** Gift Certificate, **US\$100** with award plaque from **Shrimag Creations**, and **Datacolor Spyder®5**
- **2nd place:** **US\$750** from **AATCC**, **Pantone Cotton Passport**, **US\$100 Spoonflower** Gift Certificate, **US\$100** with award plaque from **Shrimag Creations**, and **Datacolor Spyder®5**
- **Honorable Mention (2 prizes):** **US\$100** from **AATCC**, **US\$50 Spoonflower** Gift Certificate, **US\$25** with award plaque from **Shrimag Creations**, and **Datacolor Spyder®5**

Winners:

- 1st Place: **Little Voyager** by Sarah Steger, University of Wisconsin Stout
- 2nd Place: **Jungle Jr.** by Madeline Bratager, University of Wisconsin Stout
- Honorable Mention: **For the Kids** by Melissa Cancel, Florida State University
- Honorable Mention: **Fruity Paradise** by Morgan Young, University of Delaware

AATCC would like to extend appreciation to the following developers, judges, and sponsors. Without their expertise and assistance, the Competition would not have been possible.

Developers:

Brooks Tippet, VP of Operations at [Pantone](#)
Heidi Carvalho, Product Engineer at [Brahmin Leather Works](#)
Kerry King, Vice President, R&D at [Spoonflower, Inc.](#)
Mary Brannon, Apparel Technology Coordinator at [Fashion Institute of Design & Merchandising](#)
Nora Khanna, Product Development Manager at [Pantone](#)

Judges:

Carrie Yates, Manager of Product Development at [Cotton Incorporated](#)
Ken Hamby, General Manager at [Jefferies Socks](#)
Meg Yahashi, Operations Analyst at [Care+Wear](#)
Meredith Feingold, Social Media Manager at [Spoonflower, Inc.](#)
Mindy Scheier, Founder and CEO, [Runway of Dreams](#)
Sara Engelhard, Senior Product Development Associate at [Spoonflower, Inc.](#)
Tina Beauvais, President at [EmBraced In Comfort](#)
Vanessa Sanchez, Summer Program Mentor at [Open Style Lab](#) and Research Fellow at [Harvard University](#)

Sponsors:

