



ALL DAY ADVENTURES IN ACTIVEWEAR

2018 AATCC Concept 2 Consumer® Student Design Competition

The 2018 AATCC Concept 2 Consumer® Student Design Competition is a poster competition that allows students the opportunity to showcase their creative design and problem solving skills in textile/apparel design.

COMPETITION GOALS

- Design a line of 3-6 apparel pieces for a specific outdoor or indoor athletic activity (cycling, running, group fitness, hiking, etc.) that must be able to transition to everyday wear.
- Research the specific chosen athletic activity and related products currently in the market. Define your target consumer group and describe how the designs meet their needs.
- This new line should enhance the athletic enthusiast's experience while also transitioning to everyday wear. Please explain in detail the transition to everyday wear that is incorporated into the design.
- Incorporate 2 or more surface designs within the apparel line
- Optional: Use color palette inspiration from [PANTONEVIEW Colour Planner Autumn/Winter 2017/2018](#).
- Make the designs functional and exciting!

ENTRY REQUIREMENTS

- Undergraduate or graduate students
- Individuals or teams of up to four
- All individual and team members must be an AATCC student member to enter
 - Join [online](#) or [submit application](#) and US\$35
- All portions of the entry must be received on or before **April 11, 2018**

Refer to the Competition Entry Checklist as a helpful guide.

AWARDS

Team entries will divide the prize among all members.

1st place: US\$1,000 from AATCC, Macbook Pro with a 1-year [VStitcher](#) software license and a paid internship from [Browzwear](#), [Pantone Cotton Passport](#), **US\$100** [Spoonflower](#) Gift Certificate, [Datacolor Spyder5](#) & 1 year of [CLO](#)

2nd place: US\$750 from AATCC, 1-year [VStitcher](#) software license and a paid internship from [Browzwear](#), [Pantone Cotton Passport](#), **US\$100** [Spoonflower](#) Gift Certificate, [Datacolor Spyder5](#) & 6 months of [CLO](#)

Honorable Mention (2 prizes): US\$100 from AATCC, 1-year [VStitcher](#) software license from [Browzwear](#), **US\$50** [Spoonflower](#) Gift Certificate, [Datacolor Spyder5](#) & 3 months of [CLO](#)

***Internship details:** The Browzwear internship will be an opportunity to work closely with the 3D product specialist team and learn the most advanced 3D software for apparel. The interns will learn to use 3D in the design process and gain an understanding of how important 3D is within the fashion industry today, from design all the way through to merchandising and sales. The skills and knowledge gained will prepare the interns for great jobs and other opportunities in the industry. Interns may choose to work in either the NYC or Corvallis, OR office.

Winners will be announced by May 14, 2018.

QUESTIONS

Contact Bliss Coleman at colemanb@aatcc.org

FACULTY NOTE

AATCC announces this competition during August, anticipating that design, art, and merchandising faculty may incorporate it as a project for their fall or spring curriculum. Faculty members are encouraged to assist students with the coordination of teams and resources, and to act as liaisons with AATCC for this competition.

PERMISSIONS

By entering the competition, you agree to allow AATCC to use photographs and/or digital imagery of your entry in print and electronic publications and press releases. You retain the rights to your designs.

SPONSORS of the C2C® Design Competition:



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COMPETITION ENTRY CHECKLIST

- All portions of the entry must be received by April 11, 2018

PART 1:

DESIGN YOUR LINE

Research and design for the target customer

- Select a color palette as inspiration for design(s)
- Research products currently in the market and determine new approaches to meet specific needs
- Use technical sketches (CAD or hand drawn) to illustrate your 3-6 garments
- Incorporate 2 or more surface designs within the apparel line
- Use combination of imagery and text to demonstrate the feature(s) that enhance the wearer's experience and transition to everyday wear
- Engineered or all-over surface design prints should be illustrated to show accurate placement and scale on the product(s)

PART 2:

PRESENT DESIGNS IN A POSTER

Create a single page PDF poster including the following elements:

- Entry title
- Sketches, illustrations, and/or photos of actual prototypes
- Include fashion sketches, text, or design inspirations to enhance overall visual appeal
- Describe & illustrate special features of fabric(s) or garment(s) that enhance the user's experience
- Show surface design swatches
- All text should appear in the English language (choose fonts for paragraph text that are easy to read)
- Save poster as single page PDF file
- Save poster with the entry title as the file name (NO student names, etc. in file name)
- No less than 300 dpi resolution
- Maximum physical size of 36 in X 48 in
- File size no more than 10 MB

PART 3:

SUBMIT POSTER FOR JUDGING

- Join AATCC online or submit membership application with US\$35 (if not already a member)
- Submit completed entry form online (DO NOT FAX OR MAIL)
- Each individual or group needs to complete the online submission application. Only ONE submission per group! All group members must have access to the login credential (DO NOT FAX, EMAIL, OR MAIL)
- All portions of the entry must be received on or before **April 11, 2018**

