



May 9, 2018

Winners Announcement 2018 AATCC Concept 2 Consumer[®] Student Design Competition

AATCC is happy to announce the winners of the 2018 AATCC Concept 2 Consumers[®] Student Design Competition!

AATCC received 93 entries, with 108 students participating from 23 colleges and universities. This year's theme, *All Day Adventures in Activewear*, challenged students to design a line for a specific outdoor or indoor athletic activity (cycling, running, group fitness, hiking, etc.) that must be able to transition to everyday wear. This new line should enhance the athletic enthusiast's experience while also transitioning to everyday wear. See the full [competition guidelines](#) for more details.

Winners:

- 1st Place: [Tidal Trash](#) by Cecily Ripley, University of Wisconsin Stout
- 2nd Place: [Siren Scuba](#) by Sarah West, University of Arkansas
- Honorable Mention: [Hiking with Melody](#) by Yiling Lai, Drexel University
- Honorable Mention: [Stuff Stashers](#) by Holly Conner, Central Michigan University

Awards:

- 1st place earned **US\$1,000** from AATCC; Macbook Pro with a one year [VStitcher](#) software license and a paid internship from [Browzwear](#); [Pantone Cotton Passport](#); **US\$100** [Spoonflower](#) Gift Certificate; [Datacolor Spyder5](#); and one year of [CLO](#) 3D fashion design software.
- 2nd place earned **US\$750** from AATCC; one year [VStitcher](#) software license and a paid internship from [Browzwear](#); [Pantone Cotton Passport](#); **US\$100** [Spoonflower](#) Gift Certificate; [Datacolor Spyder5](#); and 6 months of [CLO](#) 3D fashion design software.
- Honorable Mention (2 prizes) each earned **US\$100** from AATCC; one year [VStitcher](#) software license from [Browzwear](#); **US\$50** [Spoonflower](#) Gift Certificate; [Datacolor Spyder5](#); and 3 months of [CLO](#) 3D fashion design software.

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:

Mary Brannon, Apparel Technology Coordinator at [Fashion Institute of Design & Merchandising](#)

Sandra Johnson, Senior Account Manager at [Color Solutions International](#)

Nora Khanna, Product Development Manager at [Pantone](#)

Kerry King, Vice President, R&D at [Spoonflower, Inc.](#)

Muditha Senanayake, Interim Dept. Chair, Associate Professor, Apparel Merchandising and Management at [Cal Poly Pomona](#)

Mark Sunderland, Director Academic Operations/Textile Engineer+ Strategist at [Thomas Jefferson University](#)

Judges:

Craig Crawford, King of Creative at [CrawfordIT](#)

Bunny Donahue, Creative Director at Becket Dress

Sara Englehart, Product and Procurement Manager at [Spoonflower, Inc.](#)

Meredith Feingold, Social Media and Content Coordinator at [Spoonflower, Inc.](#)

Jasmin Ghaffarian, Senior Director of Global Product & Urban Exploration at [The North Face](#)

Lena Lim, Chief Commercial Officer at [Browzwear](#)

Alyssa McNamara, Research Associate at [Spoonflower, Inc.](#)

Kristie Rhodes, Manager, Product Development at [Cotton Incorporated](#)

Ryan Teng, VP of Business Development Manager at [CLO Virtual Fashion](#)

Carrie Yates, Manager of Product Development at [Cotton Incorporated](#)

Paula Zanger, Creative Director /Product Designer at [Orange Howell](#)

Sponsors:

