



May 24, 2018

Winners Announcement 2018 AATCC Concept 2 Consumer® Merchandising Competition

AATCC is happy to announce the winners of the 2018 AATCC C2C® Student Merchandising Competition!

AATCC received 50 entries, with 95 students participating from 14 colleges and universities. Students were challenged to showcase their skills in business, marketing, and merchandising by conducting a business model, determining a marketing strategy, and developing merchandising tools and products for an integrated new apparel line focused on and inspired by a specific outdoor or indoor athletic activity (cycling, running, group fitness, hiking, etc.). The new line had to transition from activity to everyday wear and incorporate a use case and supply chain of a realistic technology (e-textiles, chemical technologies, materials technologies, etc). See the full [competition guidelines](#) for more details.

Winners:

- 1st Place– [Impervious Apparel](#) by Hannah Norum and Mylisa Krueger, Oregon State University
 - **Award:** **US\$1000** from AATCC, **US\$350** from [Cotton Incorporated](#)
- 2nd Place– [Equilibre: A Work to Workout Clothing Line](#) by Megan Singleton and Mallory Hayes, North Carolina State University
 - **Award:** **US\$750** from AATCC, **US\$100** from [Cotton Incorporated](#)
- Honorable Mention– [Quick Fix](#) by Mary Lee, Lyndee Johnston, Oksana Topchiy, and Renea Wright, University of Wyoming
 - **Award:** **US\$250** from AATCC, **US\$50** from [Cotton Incorporated](#)

Optional Award Winner: Sponsored by [Cotton Incorporated](#)

- [Impervious Apparel](#) by Hannah Norum and Mylisa Krueger, Oregon State University
 - **Award:** Entries that choose to incorporate 75% or more of cotton in their apparel line were eligible for an additional **US\$500** sponsored prize from Cotton Incorporated.



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

Developers:

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

Sandy Johnson, Senior Account Manager at [Color Solutions International/DyStar](#)

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

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

Muditha Senanayake, Associate Professor at [California State Polytechnic University Pomona](#)

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

Judges:

Alan Biggerstaff, Senior Manager Apparel QA/Color/Textile at [Walmart](#)

Lisa Cram, Director of Color at [VF Outdoor](#)

Megan Peterson, Director, Global Supply Chain Marketing at [Cotton Incorporated](#)

Shannon Redell, Sr. Materials Research Developer at [Columbia Sportswear](#)

Jennifer Rivas, Senior Technical Design Manager at [Walmart](#)

Sarah Simmons, Soft Goods Product Coordinator at [Scotty Cameron](#)

Scott Wagner, Fabric Manager, PD&S at [Levi Strauss & Co.](#)

Megan Wood, Manager Materials Apparel Development-Training at [Adidas](#)

Sponsor:

