News Release
For Immediate Release

Winners Announcement
2018 AATCC Concept 2 Consumer® Student Design Competition

RESEARCH TRIANGLE PARK, NC, USA, May 23, 2018—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; a Macbook Pro with a one year VStitcher software license and paid internship from Browzwear; a Pantone Cotton Passport; a US$100 Spoonflower Gift Certificate; a Datacolor Spyder5; and one year of CLO 3D fashion design software.

- 2nd place earned US$750 from AATCC; a one year VStitcher software license and paid internship from Browzwear; a Pantone Cotton Passport; a US$100 Spoonflower Gift Certificate; a Datacolor Spyder5; and 6 months of CLO 3D fashion design software.

- Honorable Mention (2 prizes) each earned US$100 from AATCC; a one year VStitcher software license from Browzwear; a US$50 Spoonflower Gift Certificate; a 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 California State Polytechnic University, 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, Business Development at CLO Virtual Fashion
Carrie Yates, Manager of Product Development at Cotton Incorporated
Paula Zanger, Creative Director /Product Designer at Orange Howell

Sponsors:

About AATCC: AATCC is the world’s leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, NC, USA, provides test method development, quality control materials, and professional networking for members in about 50 countries throughout the world.

Media Contacts:

Bliss Coleman | Design, Production, & Circulation
AATCC
1 Davis Drive | PO Box 12215 | Research Triangle Park, NC 27709-2215 | USA
Office: +1.919.549.3543 | Fax: +1.919.549.8933 | Headquarters: +1.919.549.8141
Email: Colemanb@aatcc.org | www.aatcc.org/
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