

News Release

For Immediate Release

AATCC Adds New Sponsor Adobe to 2019 C2C Student Design Competition

RESEARCH TRIANGLE PARK, NC, USA, January 3, 2019— A new sponsor, [Adobe](#), has been added to the 2019 [Concept 2 Consumer® Student Design Competition](#), “Splashing Around”. Adobe would like to encourage students to have the option to use [Project Paras](#) for Adobe Photoshop CC to design one or more print(s) incorporated into their apparel line.

Adobe will award first prize, second prize, and honorable mentions with 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC.

The 2019 “Splashing Around”- themed competition will challenge students to design a line for a specific outdoor activity that is both fashionable and functional to use in the rain. This new line should enhance the outdoor experience while being used in the rain. This year, students are asked to watch and read educational resources, so they can highlight at least one AATCC test method and why it is important to their product line.

Students can enter the contest individually or work in teams. Complete [guidelines](#) for the contest are available online.

AATCC is delighted to welcome [Adobe](#) as a sponsor along with existing sponsors, [Browzwear](#), [Pantone](#), [Spoonflower](#), [Datacolor](#), and [Jacquard Inkjet Fabric Systems](#).

Awards:

Team entries will divide the prize between 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](#) and COY mug; **US\$300** [Spoonflower](#) Gift Certificate and [Spoonflower](#) DIY Book Bundle; **US\$400** [Jacquard Inkjet Fabric Systems](#) gift certificate to obtain a large roll of printable fabric; [Datacolor ColorReaderPRO](#); and 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC.
- **2nd place: US\$750** from AATCC; 1-year [VStitcher](#) software license and a paid internship from [Browzwear](#); [Pantone Cotton Passport](#) and COY mug; **US\$150** [Spoonflower](#) Gift Certificate and [Spoonflower](#) DIY Book Bundle; **US\$200** [Jacquard Inkjet Fabric Systems](#) gift certificate to obtain a medium roll of printable fabric; [Datacolor ColorReaderPRO](#); and 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC.
- **Honorable Mention (2 prizes): US\$100** from AATCC; 1-year [VStitcher](#) software license from [Browzwear](#); **US\$75** [Spoonflower](#) Gift Certificate and [Spoonflower](#) DIY Book Bundle; **US\$50** [Jacquard Inkjet Fabric Systems](#) gift certificate to obtain sample rolls of printable

fabric; [Datacolor ColorReaderPRO](#); and 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC.

***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.

Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster.

Entries are due by April 10, 2019. Winners will be announced by May 9, 2019.

2019 Sponsors:

[Adobe](#), [Browzwear](#), [Datacolor](#), [Jacquard Inkjet Fabric Systems](#), [Pantone](#), and [Spoonflower](#) are sponsors of the Concept 2 Consumer® Student Design Competition

The Concept 2 Consumer® Student Design Competition flyer can be accessed [here](#).

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.

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