

# News Release

For Immediate Release

## Winners Announcement 2019 AATCC Concept 2 Consumer® Student Design Competition

RESEARCH TRIANGLE PARK, NC, USA, May 16, 2019—AATCC is happy to announce the winners of the 2019 AATCC Concept 2 Consumers® Student Design Competition!

AATCC received 96 entries, with 128 students participating from 24 colleges and universities. This year's "Splashing Around"-themed competition challenged students to design a line for a specific outdoor activity that is both fashionable and functional to use in the rain. The line should enhance the outdoor experience while being used in the rain. This year, students were asked to access educational resources, so they could highlight at least one AATCC test method and why it was important to their product line. See the full [guidelines](#) for the contest online.

### The Winners:

**1<sup>st</sup> Place:** [3PG: Paralympic Precipitation Practice Gear](#) by **Jessica Bachansingh**, Florida State University

This student was awarded:

- **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](#)
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC

**Jessica Bachansingh** graduated this year with a major in Retail Entrepreneurship from Florida State University. Bachansingh says, "I learned how to design around the needs of underserved customers while utilizing water repellent finishes in Paralympic athletic wear. I also furthered my understanding of AATCC wet test methods." She will start a Product Development job in August for Kohl's corporate office in Milwaukee, WI, USA. Bachansingh says, "I will take my understanding of AATCC tests for quality along with my understanding of the importance of the intimate details within a garment when designing for a specific customer."

**2<sup>nd</sup> Place:** [Rain or Shine](#) by **Bonnie Smith**, Auburn University

This student was awarded:

- **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](#)
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC

**Bonnie Smith** is a junior majoring in Apparel Design and Production Management at Auburn University. Smith says, “This project taught me the importance of understanding your consumer’s needs.” Smith intends to work in fashion design, hopefully as a creative director under a brand, and one day maybe even create her own line. “I think that a lot of skills from the competition can be applied to a career in design,” she says. “The consumer research and innovative design that went into this project were a great glimpse into the research that goes into designing full lines as well.”

**Honorable Mentions:**

[Come Rain or Shine](#) by **Grace Kirimi**, Cornell University

[Pitter Patter](#) by **Rebecca Norwood**, Auburn University

These two students were awarded:

- **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](#).
- 1-year of [Adobe Creative Cloud Photography plan](#), including Adobe Photoshop CC

**Grace Kirimi** is an undergrad majoring in architecture and pursuing a minor in fashion design at Cornell University. Kirimi says, “Perhaps the most important lesson I learned from the competition was that fabrics really are the primary determiners of if and how well a design can be executed. Fabric choice, material, and structural material properties—especially in relation to the activity in context, go a long way in establishing the quality of the garment and of the customer’s experience as well.” Kirimi’s future plans are to apply her knowledge and skills from both fields to practice both architecture and fashion concurrently.

**Rebecca Norwood** is a sophomore majoring in Apparel Design and Production Management at Auburn University. Norwood says, “This competition taught me to think outside of the box and to coordinate ideas. I want to discover my own style of design and eventually start my own design label. The skills I have gained from this competition will aid in my ability to come up with functional yet stylish designs, as well as prepare for group design work and projects.”

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.](#)  
Alyssa McNamara, Research Associate 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:**

Lisa Beck, Product Manager at [Datacolor](#)  
Emily Coleman, Designer and Merchandise Manager at [Jefferies Socks](#)  
Craig Crawford, King of Creative at [CrawfordIT](#)  
Dee Dee Davis, Owner and Designer at [Décor Print Custom Digital Textile Printing](#)  
Hunter Ellis, President at [Jacquard Inject Fabric Systems](#)  
Anna Hall, E-commerce Specialist at [Jefferies Socks](#)  
Danielle Hazen, Partner at [LIRICO Group](#)  
Diana Ho, Sr. Product Manager, Urban Exploration & Sportswear at [The North Face](#)  
Nicole Kligerma, Marketing Associate, Social Media at [Spoonflower Inc.](#)  
Lauren Koury, E-commerce Specialist at [Carolina Hosiery Mills](#)  
Raylene Marasco, President at [Dyenamix Inc](#)  
Alyssa McNamara, Research Associate at [Spoonflower Inc.](#)  
Kristie Rhodes, Manager, Product Development at [Cotton Incorporated](#)  
Mike Scrutton, Director - Print Technology and Strategy at [Adobe](#)  
Dolly Shtreif, VP Global Marketing at [Browzwear](#)  
Seth Winner, Technical Manager for Wovens at [Cotton Incorporated](#)  
Carrie Yates, Manager of Product Development at [Cotton Incorporated](#)

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**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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