

# News Release

For Immediate Release

## Winners Announcement 2019 AATCC Concept 2 Consumer® Merchandising Competition

**RESEARCH TRIANGLE PARK, NC, USA, May 29, 2019**— AATCC is happy to announce the winners of the 2019 AATCC C2C® Student Merchandising Competition!

AATCC received 32 entries, with 61 students participating from 9 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 creating merchandising tools and products for an integrated new apparel line both fashionable and functional for use in the rain, focused and inspired by a specific outdoor activity.

See the full [competition guidelines](#) for more details.

### Winners:

- 1<sup>st</sup> Place— [STÖRMY](#) by Lilly Kuropat, Chloe Kehn, Meaghan Evans, and Vyvian Le, Oregon State University
  - Award: **US\$1000** from AATCC, and **US\$500** and a jacket from [W.L. Gore and Associates Inc](#)
- 2<sup>nd</sup> Place— [Zaa Zaa](#) by Megan Daniels, Central Michigan University
  - Award: **US\$750** from AATCC, and **US\$350** from [W.L. Gore and Associates Inc](#)
- Honorable Mention— [North Star Apparel](#) by Austin Keske, Xiomara Bustamante, and Olivia Harband, Oregon State University
  - Award: **US\$250** from AATCC, and **US\$150** from [W.L. Gore and Associates Inc](#)

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](#)

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

### Judges:

Alan Biggerstaff, Senior Manager Apparel QA/Color/Textile at [Walmart](#)  
Lauren Dalton, Sr. Manager, Quality Assurance at [QVC](#)  
Michele Leckington, Fabrics at [WL Gore & Associates, Inc](#)  
Craig Lindemann, Fabrics—New Product Development at [WL Gore & Associates Inc](#)  
Christina Rapa, Sitka Gear / Textile Specialist at [WL Gore & Associates Inc](#)  
Shannon Redell, Sr. Materials Research Developer at [Columbia Sportswear](#)  
Tejada Odalis, Director of Raw Material Quality & Technical at [Wacoal America Inc](#)  
Scott Wagner, Fabric Manager, PD&S at [Levi Strauss & Co.](#)

**Sponsor:**



**Official Sponsor**

*of the AATCC 2019 Concept 2 Consumer®  
Merchandising Competition*

**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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**Media Contact:**

**Manisha Patel** | Membership Services Representative  
AATCC

1 Davis Drive | PO Box 12215 | Research Triangle Park, NC 27709-2115 | USA  
Office: +1.919.549.549.3523 | Fax: +1.919.549.8933 | Headquarters: +1.919.549.8141  
Email: [patelm@aatcc.org](mailto:patelm@aatcc.org) | [www.aatcc.org/](http://www.aatcc.org/)

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