



May 21, 2019

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

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*