

News Release

For Immediate Release

AATCC Announces 2020 Concept 2 Consumer® Student Merchandising Competition

RESEARCH TRIANGLE PARK, NC, USA, August 22, 2019— Students are invited to showcase their merchandising and marketing talents to win cash and recognition by participating in the [2020 Concept 2 Consumer® Student Merchandising Competition](#).

This year's theme is "Everlasting Style." Students will develop a business model, determine a marketing strategy, and create merchandising tools and products for an integrated apparel line for office/work attire that is timeless in terms of sustainability, quality, and style. The line must incorporate a color palette with at least 3 non-neutral, fashion colors (such as fuchsia, turquoise, jade, etc). The students are also asked to watch and read educational resources so they can describe why their line is sustainable and why the highlighted AATCC test method is important to their product line.

Students can enter the contest individually or work in teams.

Awards:

Team entries will divide the prize among all members.

1st place earns **US\$1000** from AATCC

2nd place earns **US\$750** from AATCC

3rd place earns **US\$250** from AATCC

Entries are due April 20, 2020. [Competition guidelines](#) are available on the AATCC website.

Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster. **Winners will be announced by May 31, 2020.**

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 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 | www.aatcc.org/

AATCC News Releases: <https://www.aatcc.org/pub/news-releases>



If you do not wish to receive information regarding AATCC activities,
please send a message including your email address to [AATCC](mailto:patelm@aatcc.org).