



SlumberStyle



2027 Concept 2 Consumer Student Design & Merchandising Competition

The 2027 AATCC Concept 2 Consumer Student Design & Merchandising Competition challenges student designers and merchandisers to think about how textile fabrics contribute to restful sleep. This year's competition, SlumberStyle, invites students to design a bedding and/or sleepwear line inspired by their choice of holiday theme. Think sheets, blankets, comforters, loungewear, and pajamas for this bedding and/or sleepwear line.

COMPETITION GOALS

Failure to complete all parts of the competition will result in disqualification.

- Design and merchandise a textile line of bedding (sheets, blankets, comforters, etc.) and/or sleepwear; include the demographics for your target consumer and note the holiday theme for the line.
- Illustrate and describe how the designs and design choices can contribute to the comfort and safety aspects of your line, such as choice in production methods, fibers, dyes, finishes, or physical specifications.
- Consider the supply chain for your line: entries must include a 1-3 sentence description of potential manufacturing partners and address 1-3 key [safety and regulatory requirements](#) for bedding and sleepwear.
- Research color, trends, and target market. Participants must use an AI tool for their market research.
- Explain the competitive advantages of the line.
- Define the target customer, determine distribution channels, and create a branding strategy.
- Select 2-3 AATCC Test Methods to verify product claims regarding [safety, regulatory and/or product performance](#). Explain why they were chosen and why the testing process is important to bedding and/or sleepwear.
- Students (all team members) are required to attend ONE AATCC virtual educational event and describe what was learned. *Check the [AATCC website](#) for related event dates and plan ahead!*
- Complete parts 1-4 in the [Competition Guidelines](#).

ENTRY REQUIREMENTS

- Undergraduate or graduate students. (US and international.)
- Entries can be made by individuals or teams of up to 4 students (teams will share the prizes as they decide).
- Participants who choose to join AATCC must be AATCC Student Members by **April 19, 2027**.
- Only one entry per student (or team) per AATCC competition per year is permitted.
- Each entry needs to complete the online [submission application](#).
- Entry must be received on or before **April 21, 2027, 11am ET**.
- Refer to the [Competition Guidelines](#).

AWARDS

Winners will be announced June 2027.

1ST PLACE:

- **US\$4000 Cash Prize** from **AATCC**
- **US\$600 Cash Prize** from **Farhan Patel**
- **US\$600 Cash Prize** from **Bedsure**
- **One Year Free AATCC Student Membership**

2ND PLACE:

- **US\$3000 Cash Prize** from **AATCC**
- **US\$400 Cash Prize** from **Farhan Patel**
- **US\$400 Cash Prize** from **Bedsure**
- **One Year Free AATCC Student Membership**

3RD PLACE:

- **US\$1000 Cash Prize** from **AATCC**
- **US\$200 Cash Prize** from **Farhan Patel**
- **Premium bedding set** from **Bedsure**
- **One Year Free AATCC Student Membership**

Special Award from Bedsure

- *Bedsure offers to the chance to bring your design to life! Your product may be sold online or in stores. If Bedsure adopts your design, they will offer you a contract to purchase it, and will share your story online! To qualify, add this criteria to your entry: "Design a home textile product that brings coziness to someone (including pets) who's been left out of "cozy"—define who they are, why current products fail them, and how yours fixes it."*

www.aatcc.org/c2ccompetition

SPONSORS

Farhan Patel

Bedsure®
Get cozy



SlumberStyle



2027 Competition Guidelines



PART 1: DESIGN

- **Design and merchandise a bedding and/or sleepwear line.**
 - Choose a holiday theme as inspiration for your line. It can be any holiday celebrated anywhere around the world.
- **Use an AI tool for market research.**
 - Document the prompts used for the AI tool and discuss and provide backup with URL links to sources that validate the AI's findings.
- **Consider the supply chain.**
 - Entries must include a 1-3 sentence description of potential manufacturing partners and address 1-3 key safety and **regulatory requirements** for bedding and sleepwear.
- **Research and define color, trends, and the target market.**
 - Define a color palette for the product line.
 - Provide digital color specifications for all colors used in designs.
 - Describe how the holiday theme contributed to color choices.
- **Create images of 3-8 sleepwear or bedding items.**
 - Use technical sketches (CAD, hand drawn, photos of actual products made, etc.) to illustrate your apparel or bedding designs.
 - NO AI TOOLS MAY BE USED FOR THE IMAGES.
- **Incorporate one or more surface designs as appropriate.**
 - Surface designs can be print patterns, woven designs, knit designs, embellishments, etc.
 - Display a swatch of the surface design with repeat as well as the complete pattern on the sleepwear or bedding item.
 - Any surface design prints or fabric textures should demonstrate accurate placement and scale on product(s).

PART 2: MERCHANDISING

- **Explain your competitive advantage.**
 - How is this product line unique and competitive?
- **Define your target customer.**

Create a persona for your target customer and define the following:

 - Demographics: age, gender, salary, occupation, etc.
 - Psychographics: attitudes, beliefs, values, etc.
 - Behavioristics: shopping patterns, benefits sought, customer loyalty, etc.
- **Determine the distribution channel.**
 - Explain where your customer will purchase your product line.
 - Illustrate and/or describe an example of an in-person or virtual visual merchandising display.
 - Determine retail prices for products.
- **Develop a branding strategy.**
 - Determine the branding color scheme and visual identity.
 - Create a logo or tagline to create brand recognition.

PART 3: QUALITY & EDUCATION

Failure to complete ALL portions of this section will result in disqualification.

- **Explain why the testing process is important to design, merchandising, the supply chain, and point of sale.**
- **Select 2-3 AATCC Test Methods to verify product claims.**
 - Include text on why you select these AATCC Test Methods.
 - Explain how the selected **AATCC Test Methods** ensure your performance or quality claims.
- **Attend at least ONE AATCC virtual event.**
 - All team members must attend an educational event.
 - Describe what was learned in the educational event.
- **Review AATCC Membership benefits.**
 - Describe how **one AATCC member benefit** would be helpful to your research or future career plans.

PART 4: ENTRY REQUIREMENTS

- Submit entry as a single PDF file comprised of two pages.
 - First page should contain Part 1: Design.
 - Second page should contain Part 2: Merchandising & Part 3: Quality & Education.
- Size: 48 inches (width) X 36 inches (height).
- High resolution, no less than 300 ppi.
- Maximum file size of 20 MB (flatten your PDF to reduce the file size.)
- PDF file name should be the title of your entry. (No student names or school names.)
- All text must be in English (use fonts that are easy to read.)
- If including inspiration photos, limit them to no more than 25% of your poster, and make sure they are your images.
 - Due to copyright laws, do not include images on your poster that you do not have specific permission to use. AATCC recommends using copyright free photo libraries.
 - AI generated images are *only permitted for use in your inspiration photos*.
- Entrants are not required to be AATCC members. However, competition entrants who choose to join AATCC will be given bonus points during judging. Each member of a team entry must be an AATCC student member to qualify for the bonus points. Include your AATCC member number with your submission to collect the additional points. If you are joining, **Join AATCC** by **April 19, 2027**.
- Each entry needs to complete one online **submission application**. (DO NOT fax, email, or mail.)
- All portions of the entry must be received on or before **April 21, 2027, 11am ET**.
- Entries that do not complete ALL parts of the competition guidelines will be disqualified.

Winners will be announced June 2027.

QUESTIONS

Sarah Berlinger | berlingers@aatcc.org

Educators using this content for a course, can contact Sarah Berlinger for more information and additional course material resources.

www.aatcc.org/c2ccompetition



PERMISSIONS

By entering the competition, you agree to allow AATCC to use photographs and/or digital imagery of your entry in print and electronic publications and press releases. You retain the rights to your designs. You also agree to allow AATCC to process and retain your personal information for the purposes of the competition. See AATCC's [Privacy Policy](#).