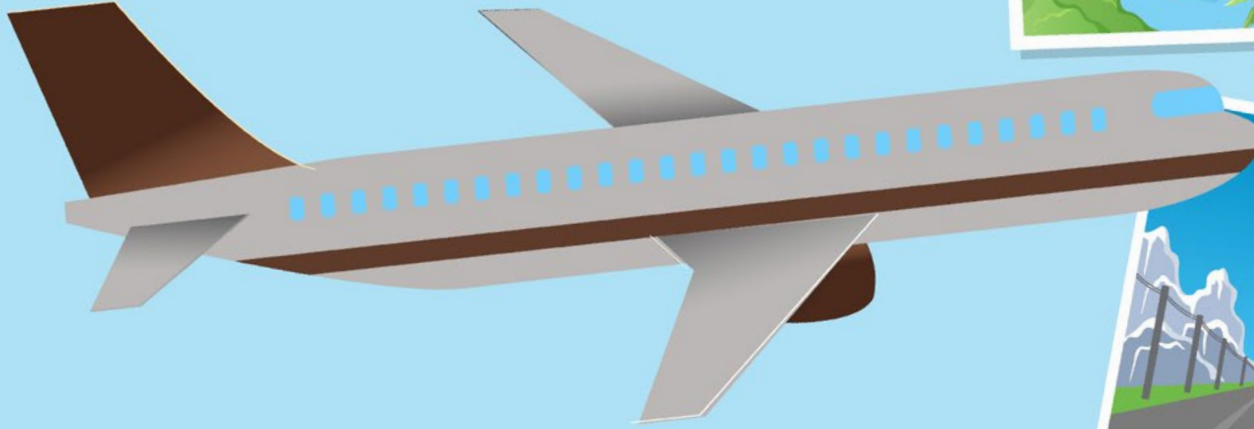




2024 Concept 2 Consumer Student Merchandising Competition

VIBRANT VACATION —COLORFUL RESORT WEAR



The **2024 AATCC Concept 2 Consumer Student Merchandising Competition** is a digital poster competition allowing students the opportunity to demonstrate their skills in business, marketing, and merchandising.

COMPETITION GOALS

(Entries will be judged based on content, creativity, completeness, thoroughness, and presentation of poster.)

- Merchandise a colorful resort wear apparel line that will include the use of sustainable fibers, dyes, or printing technology. Research color trends and define the target market keeping in mind color quality and sustainability.
- All items must be textile-based.
- Students do not need to design the product but do need to describe the product line.
- All parts detailed in the [Competition Entry Checklist](#) must be completed.

EDUCATIONAL COMPONENT

(Required: failure to complete this portion of the competition will result in disqualification.)

- See Part 1 (page 2) on the competition entry checklist for FULL instructions.
- Students will be required to attend ONE AATCC virtual event (check the AATCC website and plan ahead!)

ENTRY REQUIREMENTS

- Undergraduate or graduate students. (US and international.)
- Individuals or teams of up to four.
- All individuals (all team members of group entries) must be an AATCC student member to enter.
- [Join online](#) or submit [application](#) and US\$35.
- Memberships must be purchased by **April 22, 2024**. Memberships are ONLY processed during business hours and take one business day to process.
- Only one entry per student (either individual or team member—not both) per AATCC competition per year is permitted.
- All portions of the entry must be received on or before **April 24, 2024, 11am EST**.
- Refer to the [Competition Entry Checklist](#) as a helpful guide.

AWARDS

Team entries will divide the prize among all members. Winners will be announced by **May 31, 2024**.

1ST PLACE:

- **US\$1000** from **AATCC**
- **US\$300** from **Farhan Patel**

2ND PLACE:

- **US\$750** from **AATCC**
- **US\$200** from **Farhan Patel**

3RD PLACE:

- **US\$250** from **AATCC**
- **US\$100** from **Farhan Patel**

QUESTIONS

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SPONSOR

Farhan Patel

FACULTY NOTE

AATCC announces this competition during the summer anticipating that textile, apparel, fashion, business, marketing, and merchandising faculty may incorporate it as a project for their fall and/or spring curriculum. Faculty members are encouraged to assist students with the coordination of teams and resources, and to act as liaisons with AATCC for this competition.

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](#).



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COMPETITION ENTRY CHECKLIST

All portions of the entry must be received as a single file, one-page, flattened PDF by **April 24, 2024, 11am EST**. See Part 4 for full details regarding file submission.

PART 1: CONDUCT A BUSINESS ANALYSIS FOR YOUR LINE

(Business Analysis: This section defines your line and how your product is unique to the market and the target customer.)

- Define your line: Respond to these prompts with clear and feasible explanations.**
 - Define your colorful resort wear apparel in terms of the incorporated sustainable fibers, dyes, or printing technology.
 - Create, select, and define a color palette for the product line. Research color trends and your target market.
 - What is the merchandising plan for the line (number of shirts, dresses, pants, etc.)? Line should have 3-5 items.
 - What are the retail prices for the products?
- Define Quality (Educational Component)** *(Failure to complete ALL portions of this section will result in disqualification.)*
 - Select 2-3 AATCC Test Methods that will be used to verify product claims.
 - How do the selected AATCC Test Methods ensure color quality claims?
 - Explain why the color process is important to merchandising and point of sale.
 - Attend **ONE** AATCC virtual event (one student event will be held a month) and detail what you learned in the educational component. (All team members must attend ONE event!)
 - Review AATCC Membership benefits and describe how one member benefit would be helpful to your research or future career plans.
- Describe the line in terms of the following, with respect to the wearer's specific needs and preferences:**
 - Competitive Advantage: How is this product line unique and competitive?
 - Complete a SWOT analysis of 2 competitors of the product line.
- Create a persona for your target customer for the product line and define the following:**
 - Demographics: age, gender, salary, occupation, etc.
 - Psychographics: attitudes, beliefs, and values of the customer.
 - Behavioristics: what are the behavioral shopping patterns of the customer (price conscious, brand loyal, frequency of shopping, impulse or planned shoppers).

PART 2: DEVELOP A MARKETING STRATEGY

(Marketing: This section will detail how the product line will be communicated to your target customer and how you will create awareness about your products.)

- Describe or show at least ONE marketing tool to introduce your product line.**
 - Social Media (Facebook, Twitter, Instagram, SnapChat, etc.)
 - Print Media (Newsletters, flyers, brochures, etc.)
 - Digital Media (Video, games, etc.)
 - Event Marketing (Fashion show, in-store demos, etc.)
- Include and explain a budget and timeline.**
- Explain why this strategy is appropriate to your target market.**

PART 3: MERCHANDISE THE PRODUCT

(Merchandising: This section will detail how the product will be presented to the customer in a creative manner.)

- Determine the distribution channel.**
 - Explain where your customer will purchase your product line.
 - Illustrate or describe an example of a visual merchandising display. If sold online, illustrate or describe the webpage.
- Develop a branding strategy.**
 - Determine the brand aesthetic: color scheme and visual identity.
 - Create a logo or tagline to create brand recognition.

PART 4: SUBMIT A POSTER

- Submit Poster with the following requirements:**
 - Save poster with the **entry title as the file name**. *(No student names, etc. in file name.)*
 - Include Parts 1-3 in the poster.
 - All text must be in English *(choose text fonts that are easy for judges to read.)*
 - If including inspiration photos, please limit them to no more than 25% of your poster, and make sure they are your own images. *(Due to copyright laws, do not include images on your poster that you do not have specific permission to use.)*
 - No less than 300 dpi resolution.
 - Physical poster size should be 48 inches width X 36 inches height.
 - Save poster as single page PDF file. File size no more than 15 MB (make sure to flatten your PDF to reduce the file size.)
- Join [AATCC online](#) or submit [membership application](#) with US\$35** (if not already a student member.)
 - Each entry needs to complete the [online submission application](#). Only **ONE** submission per group! (DO NOT FAX, EMAIL, OR MAIL.)
 - All group members must be AATCC student members to submit a qualifying group entry.
 - All group members must have access to the group's portal login credentials.

All portions of the entry must be received on or before **April 24, 2024, 11am EST**. Entries that do not meet **ALL** components of the checklist will be disqualified.

