



Hot Technology for Cool Days



2015 AATCC Concept 2 Consumer® Student Design Competition

Showcase your talent in design to win cash and prizes!

- Target consumer group is 18-30 year olds (male and/or female)
- End products make up a cohesive outerwear collection including technology features in the fabric selection or product design
- Color palette inspiration from [Pantone Winter 2016 Trend Palettes](#)
- You must be an AATCC member to enter; join [online](#) or submit [application](#) and US\$35
- Work individually or in a team of up to four

Refer to the [Competition Entry Checklist](#) as a helpful guide.

Awards

Team entries will divide the prize among all members.

- 1st place: **US\$1,000**, [Pantone Cotton Passport](#), and **\$100 Spoonflower** Gift Certificate
- 2nd place: **US\$750**, [Pantone Cotton Passport](#), and **\$100 Spoonflower** Gift Certificate
- Honorable Mention (2 prizes): **US\$100** and **\$50 Spoonflower** Gift Certificate

Winners will be announced by **May 22, 2015**.

Questions

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Faculty Note

AATCC announces this competition during the late fall season anticipating that design, art, and merchandising faculty will incorporate it as a project for their 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.



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&



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are sponsors of the C2C Design Competition.

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Competition Entry Checklist

- Create aesthetically pleasing, functional fabric and garment designs for the target consumers
- All portions of the entry must be received by **April 9, 2015**

STEP 1: Design Your Collection

- Select one color palette from the [Pantone Winter 2016 Trend Palettes](#) as inspiration for designs
- Use technical sketches (CAD, hand drawn, etc.) to illustrate your outerwear collection including at least three different garment designs (accessories may be included also, e.g., hats, gloves, scarves)
- Engineered or all-over prints should be illustrated to show accurate placement and scale on the garment and/or accessory
- Point out technical features of fabric (e.g., water repellency) or garment design (e.g., solar panel) on the sketches
- Consider garment construction details that enhance garment performance

STEP 2: Present Designs in a Storyboard

Create a single storyboard including the following elements:

- Entry title
- Garment sketches or illustrations
- Include fashion sketches, text, or design inspirations to enhance overall visual appeal
- Describe performance features of collection such as technical fabrics/finishes, construction details, etc.
- All text in the English language
- Save storyboard as single PDF file
- Save storyboard with the entry title as the file name (**NO** student names, etc. in file name)
- No less than 150 dpi resolution
- File size no more than 8 MB

STEP 3: Submit Storyboard

- Join AATCC [online](#) or submit [membership application](#) with US\$35 (if not already a member)
- Submit completed [entry form](#) online (DO NOT FAX OR MAIL)
- Email storyboard to design@aatcc.org

