

## **ESRAP Student Merchandising Poster Competition**

By Tara Konya

For the second year, Educators for Socially Responsible Apparel Practices (ESRAP) sponsored the ESRAP Student Merchandising Poster Competition. The competition is a juried poster competition where students incorporate Triple Bottom Line practices in the development of a business plan for a socially responsible fashion retailer. The business plan may be for a traditional brick and mortar or a non-store retailer. The overall goal of the competition is to empower students to become change agents through the application of socially responsible business practices to fashion retail development. Through the competition, students develop a practical understanding of the challenges of running a truly socially responsible business.

This year a total of 45 entries from 11 universities across the globe were submitted. After a double blind review by academics in the field of apparel, textiles, marketing, and organization leadership, 12 finalists were selected. Next, the posters were then triple blind reviewed by industry representatives from Timberland and VF Corporation. The twelve finalists were invited to present their poster at this year's 2018 ITAA Conference in Cleveland, with the winners being announced at the Awards Luncheon and Ceremony on Friday afternoon.

The winners received a prize pack from Timberland, which included backpacks and a gift certificate. Additionally, each winner received a voucher for free sneakers from Vans. The finalists also received a textbook on sustainability courtesy of Bloomsbury Publishing and the Fairchild Books. We encourage both undergraduate and graduate students to submit their ideas for the 2019 competition which will be announced on <http://www.esrapglobal.org/>.

Congratulations to the ESRAP 2018 Student Merchandising Poster Competition winners:

### **Undergraduate 1<sup>st</sup> Place**

Alexis McEnroe & Francesca Cara: "Jeans and a T-Shirt"

Indiana University

ITAA Advisor: Mary Embry

Link to poster: <https://drive.google.com/open?id=1vISwFl02X8bMLKjzhksIDD-vYoWYqQ4e>

### **Undergraduate 2<sup>nd</sup> Place**

Aine Mattera & Caitlyn Carney: "Reach for the Green"

Indiana University

ITAA Advisor: Mary Embry

Link to poster: <https://drive.google.com/open?id=1vISwFl02X8bMLKjzhksIDD-vYoWYqQ4e>

### **Undergraduate Honorable Mention**

Jill Mueller, Summer Palmer, Kendra Steffes, & Jazmi Fugere: "Cove"

North Dakota State University

ITAA Advisor: Linda Manikowske

Link to poster: <https://drive.google.com/open?id=1bJSW3XD6NAggCixPSggI77v1eSpSYgTx>