



December 2006

COTTON USA & ON|OFF SUPPORTS NEW KID ON THE BLOCK – GARDEM PARIS

Following the success of COTTON USA's sponsorship of up and coming Paris-based label, Gardem Paris, at last September's On|Off, the U.S. Cotton brand will be continuing to support the label until the new year. The sponsorship programme aims to raise awareness of the COTTON USA Mark and the superior quality of U.S. cotton among the fashion industry and consumers and to provide invaluable support for designers during the early stages of their career.

The six-month sponsorship package has helped Lebanon-born Garen Demedjian, the designer behind Gardem Paris, showcase his Spring / Summer 2007 collection at last September's On|Off and has also provided support in manufacturing the cotton garments, which formed 78% of his new collection.

Gardem Paris's inspired collection combines expensive and refined fabrics with the superior U.S. cotton to achieve a modern luxurious feel. The use of U.S. cotton guarantees a collection of the highest quality and Demerdjian says, "I am thrilled at collaborating with COTTON USA for my collection. The impeccable quality and gentle softness of U.S. cotton perfectly complements the designs giving shape and form, together with comfort and versatility."

Stephanie Thiers-Ratcliffe, International Marketing Manager of Cotton Council International, comments, "We know that our programme of support is invaluable for designers who are at the early stages of promotion. Gardem Paris is an up and coming label with an extremely bright future and we are delighted to be able to help. Gardem Paris is a perfect choice for COTTON USA because they are innovative in their use of fabrics and cut and more importantly have a sense of modernity, which shows the consumer that cotton is a fabric of

today and a fabric of the future. We are delighted to be able to work with Gardem Paris and for U.S cotton to feature so prominently in their Spring Summer 2007 collection.”

-Ends-

Note To Editors

About COTTON USA

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear from the Cotton Basics range at Bodas and on cotton towels and bed linen at Marks and Spencers.

About CCI

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong & Seoul, in addition to a global network of representatives.

About On|Off

On|Off is internationally renowned as the life-blood of fashion, art and design talent in London. The prominent event has just completed its sixth season and showcases the world's most innovative designers by bridging the gap between on-schedule (established) and off-schedule (up and coming) designers in a unique display comprising catwalk shows and exhibitions.

For further information or photography please contact:

Kirsty McKinnon or Karen Thomas

Kaizo PR

Tel: 020 7612 8530

Email: firstname.lastname@kaizo.net