

Cotton makes its mark

Eye-catching images showing fields of white cotton bolls alongside quality fabrics are the focus of a new advertising campaign to raise awareness of the COTTON USA Mark

Take stylish designer garments, photograph them against the backdrop of a field of fluffy white cotton bolls contrasted by the clear blue of a Californian sky and the result is the stunning images of the new COTTON USA 2009 advertising campaign.

This exciting trade and consumer campaign, which was launched by Cotton Council International (CCI), has been devised to raise awareness of the COTTON USA Mark and the quality and versatility of U.S. cotton. Its appealing visuals skillfully capture the soft, sensual and natural charm of cotton, showing the link between field and fashion and demonstrating how the pure and simple cotton boll is transformed into the most desirable and sophisticated fabrics and garments.

The campaign features clothes by top Colombian designer Julieta Suarez, who made her collection using only 100% cotton fabrics. Suarez's COTTON USA-sponsored range was photographed by South American photographer Efren Isaza. The shoot took place in the cotton fields of local farmers Jim and Kathy Bertao near Fresno, California. The range can be seen at NY Design Room in Brooklyn, New York, and at Suarez's store in Bogotá, Colombia.

The advertisements have already been seen in UK trade magazine *Drapers* and are targeting female consumers by being featured in women's glossies – including *Vogue*, *Marie Claire*, *Elle*, *Red*, *She*, *Hello!* and *Grazia*. Male consumers are targeted through the magazines *GQ* and *Esquire*. The adverts have also been published in *The Sunday Times' Style*, *The Sunday Telegraph's Stella* and *The Mail on Sunday's You* magazines.

To increase awareness of the benefits of quality U.S. cotton in home furnishings the adverts have also been placed in the publications *Homes & Gardens*, *House Beautiful*, *Ideal Home*, *Country Homes & Interiors* and *Elle Decoration*.



Lights, camera, action: picturesque cotton fields make the perfect backdrop for an advert campaign about the benefits of U.S. cotton

The COTTON USA 2009 campaign also took to the streets of the UK's capital for London Fashion Week with eye-catching adverts on taxis.

As part of the campaign, CCI has updated its trade and consumer websites – www.cottonusa.co.uk and www.discovercottonusa.com – with a fresh new look. These easy-to-navigate sites, which showcase the ads from the campaign, will continue to give buyers and consumers the latest news about the COTTON USA Mark and information about the U.S. cotton industry.

Since it was launched by CCI in 1989 the COTTON USA Mark has become widely recognised around the world as a symbol of quality. The COTTON USA Mark distinguishes premium clothing or homeware products manufactured from a minimum of 95% cotton of which at least half is U.S. cotton. Products labelled with the COTTON USA Mark send a strong message to consumers, reassuring them of its high quality and comfort.

Stephanie Thiers-Ratcliffe, CCI international marketing manager, says: "The 2009 COTTON USA campaign concentrates even more attention on the special characteristics of products that qualify for the COTTON USA Mark, including their natural beauty and comfort, contemporary style, engaging fashion and manufacturing excellence – all qualities which meet the needs of today's increasingly discerning consumers."

For more information about COTTON USA email sthiers@cotton.org or visit the CCI website: www.cottonusa.co.uk

