

Helping new stars to shine

Sinha-Stanic is the latest up-and-coming label to benefit from COTTON USA's innovative sponsorship programme

COTTON USA is continuing its commitment to encourage young fashion creators with its sponsorship of designer label Sinha-Stanic over spring/summer 09 and autumn/winter 09. The relationship with COTTON USA gives the talent behind the label, Fiona Sinha and Aleksandar Stanic, the chance to develop inspirational new looks using fabrics rich in American cotton to show at On/Off during London Fashion Week.

The COTTON USA sponsorship programme, which has worked with designers such as PPQ, Preen, Gardem Paris and Deryck Walker, has been a huge success over the past few years, resulting in some of the most exciting and innovative cotton fashion ever to appear on the catwalks during LFW.

COTTON USA and up-and-coming designers make perfect partners. The organisation's support offers greater opportunities for designers to source the best American cotton fabrics from mills around the world. In turn, the designers can fully exploit and explore the versatility of cotton.

Now Sinha-Stanic are enjoying the benefits of COTTON USA sponsorship. Stephanie Thiers-Ratcliffe, international marketing manager of COTTON USA, says: "We're delighted to be working with Sinha-Stanic at On/Off. We have a strong commitment to supporting up-and-coming designers and the new collection from Sinha-Stanic is a perfect fit with COTTON USA."

The labels' spring/summer 09 collection, shown at On/Off at The Royal Academy of Arts during LFW last month, illustrated their enthusiasm for and distinctive way with cotton fabrics. "We are delighted to be supported by COTTON USA," says Aleksandar Stanic. "We are developing a women's capsule shirt range, inspired by male style, for our

Sinha-Stanic collection and creating an entire range in beautiful fine cotton, making our collaboration with COTTON USA and American cotton the perfect partnership. We look forward to developing this relationship and are extremely flattered to have been chosen."

The spring/summer 09 collection was inspired by the textural and abstract paintings of Peter Doig, as well as the social dress codes of the 1950s. "We wanted to reflect the wardrobes of both the working-class teddy girls and their high society counterparts," explains Fiona Sinha. But there is a darker side too, a "sinister horror film feel", adds Stanic, which is evident in surreal patterns and images emerging from atmospheric backgrounds.

The designers, who both trained at London's Central Saint Martins College, were spotted four years ago by the Fashion Fringe judging panel. Since then they've continued to show at LFW and the brand has gone from strength to strength, becoming renowned for a resolutely modern, eminently wearable and easily accessible style. Sinha-Stanic is stocked in more than 40 stores around the world, including Harvey Nichols and Harrods in London.

No doubt their association with COTTON USA will further boost the profile and increase the fan base of Sinha-Stanic. ●

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Stephanie Thiers-Ratcliffe, international marketing director, COTTON USA

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On|Off
SINHA-STANIC



Atmospheric: Sinha-Stanic