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UK spending on clothes maintains momentum

- **Over 6 in 10 consumers (64%) go clothes shopping once a month or more**
- **£222 spent on clothes by average consumer in the last three months**
- **66% continue to prefer quality over lower prices**
- **Cotton is the fibre of choice with 46% saying it is best suited for today's fashion**

Despite the well publicised 'credit crunch', the average UK consumer spent £222 on clothes in the past three months, just £7 less than in the same period in 2006. Additionally more than 60% go clothes shopping at least once a month, according to new research, commissioned by COTTON USA, announced today.

Findings also indicated that over two thirds of UK shoppers (66%) prefer quality over lower prices when buying clothes. 94% of UK shoppers said that quality is the most important factor to consider when buying clothes, whilst, in stark contrast, only 9% of consumers put effort into finding clothing that is environmentally friendly.

COTTON USA's bi-annual research – The Global Lifestyle Monitor Survey - investigates a wide range of lifestyle issues related to clothing, shopping and textiles with 500 UK residents.

Steph Thiers-Ratcliffe, International Marketing Manager, COTTON USA comments: "UK consumers clearly enjoy shopping, shop frequently, and search for clothing made from high quality fabrics. This shows that shoppers are starting to shun the bargains as they want to ensure their garments last."

This year's findings show that natural fibres are growing in popularity in the UK with 40% of consumers agreeing that it is important for their clothing to be made from natural fibres. Just over 4 in 10 people say they would pay more for clothing made from organic cotton.

Steph Thiers-Ratcliffe continued: "The research shows that UK shoppers increasingly believe that it is important that clothes are made of natural fibres and that cotton is the fibre of choice. Our

COTTON USA 'Feel the Difference' Mark is a sign of quality and helps consumers to identify quality cotton items that are made to last."

UK consumers enjoy wearing denim but surprisingly, 4 in 10 people don't know that denim is made from cotton and this lack of knowledge increases to 76% for the under 25 age group.

-Ends-

Note To Editors

About the research

The research was carried out by Synovate an independent research company. Fieldwork in the United Kingdom was conducted from February 19th to March 30th 2008. 500 respondents in total were surveyed via telephone interviewing. All respondents fell within the 15-54 age range. The answers from a total of 500 respondents were analysed to give the results stated above.

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 and t-shirts at Bodas, on cotton towels and bedlinen at Marks and Spencer, and on cotton towels at Christy and BHS. More information on COTTON USA and the benefits of U.S. cotton can be found at www.discovercottonusa.com.

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.

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