



NATHAN JENDEN

COTTON USA SPONSORS LEADING EDGE DESIGNER NATHAN JENDEN AT LONDON FASHION WEEK

COTTON USA has found the next style leader for its sponsorship programme, highlighting the qualities of premium U.S. cotton within the fashion industry. Continuing its commitment to support up and coming designers during London Fashion Week from the 20th-25th February 2009, COTTON USA will be sponsoring Nathan Jenden, by arrangement with the Royal Academy of Arts, 6 Burlington Gardens.

London native Nathan Jenden has over 10 years experience as a designer, with his clothing aimed at the modern woman, who desires old fashioned quality delivered in a modern form. His education at Central Saint Martins and the Royal College of Art and work experience with John Galliano, prepared him for a career at Kenzo, Tommy Hilfiger and Daryl K. Nathan now runs his own label in conjunction with his role as creative director at Diane Von Furstenberg.

Nathan's autumn/winter collection is inspired by the architecture and geometry of snowflakes and icicles. In this collection Nathan has chosen to interpret and deconstruct the basic elements that compose these beautiful shapes of nature, using American cotton, which is renowned for its purity, comfort, strength and durability.

As with all of his collections, this one will again yield highly constructed articulated and engineered garments that revere the female shape. While winter typically conjures up warm and dark colours, Nathan has built the collection from the white of winter and connects with it icy blue, storm grey and silver as compliments to maintain the crispness of his vision.

Nathan is thrilled to be supported by COTTON USA for his upcoming show at London Fashion Week on 21st February 2009. "I am looking forward to building this relationship and partnership with COTTON USA and am truly grateful to have been selected for this sponsorship," says Nathan. "Nothing can beat the crispness and freshness one gets when working with cotton. It always feels precise," continues Nathan.

Stephanie Thiers-Ratcliffe, International Marketing Manager of COTTON USA says: "We're delighted to be working with Nathan Jenden for his autumn/winter 09 collection. A great advocate for using high quality fabrics, our collaboration highlights the continued demand for using premium natural fibers, such as U.S. cotton, within the fashion industry."

The COTTON USA Sponsorship was awarded in previous years to the likes of Sinha-Stanic, PPQ, Preen, Gardem Paris and Deryck Walker, and is a huge boost for designers looking for ways to grow and improve their work.

Nathan Jenden's autumn/winter 2009 show is scheduled to take place at 2.30pm on Saturday 21st February at Home House in Portman Square.

- Ends -

Notes 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 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 and Shanghai, in addition to a global network of representatives.

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