

richard nicoll



TOPSHOP

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COTTON USA SPONSORS 'KING OF THE SHIRT' RICHARD NICOLL AT LONDON FASHION WEEK

COTTON USA has announced its next style leader for its sponsorship programme, continuing its commitment to support up-and-coming designers. Highlighting the qualities of premium U.S. cotton within the fashion industry, Richard Nicoll has received the prestigious COTTON USA sponsorship, and will show his collection at London Fashion Week, 19th-24th February 2010.

Richard Nicoll, a British-born Australian-raised designer, graduated from Central Saint Martin's in 2002. Going on to work at Louis Vuitton, he showed his first collection as part of Fashion East for SS05. His collections celebrate chic idiosyncratic personal style over concerns of status and sexuality. Nicoll was named "Best Young Designer" at the Elle Style Awards during SS09 and has also recently been shortlisted for the coveted 2010 Vogue Fashion Fund.

Nicoll's training has established him as the "King of the Shirt", as quoted by Suzy Menkes, with this separate line selling out across the world. Made from U.S. cotton, this premium line has been a hit with celebrities including Kate Moss, Kylie Minogue and Sofia Coppola.

Nicoll's AW 2010 collection features low-fi glamour and utilitarian deconstruction. It shows an adaption of his own wardrobe into women's garments that convey an immediacy and spontaneity that is authentic and relevant to everyday life, without slipping into parody: drapes taken from simple blanket shapes and pleated details from the construction of bin bags and carrier bags. This has resulted in a collection with a heavy emphasis on cotton based fabrics, which allow the finished garments versatility as both day and evening wear.

"I am delighted to have been selected for the COTTON USA sponsorship," Richard Nicoll revealed. "Cotton features strongly in my latest collection, as well as of course being featured in the Richard Nicoll Shirt range, making the collaboration with COTTON USA and American cotton the ideal partnership."

Stephanie Thiers-Ratcliffe, International Marketing Manager of COTTON USA, said, "Richard Nicoll's designs are fresh and inspiring. His strong association to cotton in his collections makes him a great choice for the COTTON USA sponsorship."

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

Richard Nicoll's AW 2010 show is scheduled to take place at 10 a.m. on Sunday 21st February at Topshop Show Space.

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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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