



Press Release: 20th May 2010

25 YEARS ON FROM ICONIC AD, BRITS STILL FANATICAL ABOUT DENIM

Over a quarter of Brits own over ten pairs of jeans with one in three wearing them every day, according to Cotton Council International

Twenty-five years since Nick Kamen's infamous Levis 'laundrette' TV advert turned jeans from functional to fashionable, it appears that we are still a nation of denim devotees with over a quarter of us (26%) owning more than ten pairs of jeans.

New research commissioned by Cotton Council International, announced today, suggests that Brits are still fanatical about denim, with a third of us wearing jeans every day of the week. And, this trend is set to continue, with the research indicating that 13% of us intend to buy even more pairs of jeans next year.

Supporting denim's continued popularity, 82% of those surveyed said they preferred comfort over fashion. And, this year shoppers are looking for quality at the keenest price, with the average price paid for a pair of jeans coming out at £33.60, a drop from £34.20 two years ago.

This year's findings show that natural fibres are growing in popularity in Britain with almost 4 in 10 people feeling that better quality clothes are made from 100% natural fibres.

Added to this, denim is becoming more commonplace in the workplace. Although half of those surveyed believed you must wear a suit to look professional, the largest proportion (33%) wear casual clothing including jeans to work, compared to only 11% of those that wear a suit every day.

Steph Thiers-Ratcliffe, International Marketing Manager, Cotton Council International comments: "Denim's continued popularity is testament to its enduring appeal to all ages, and the way that designers have incorporated it into many ranges. UK shoppers clearly enjoy wearing their jeans, looking for comfort, quality and natural fibres for daily wear, whether for work or pleasure. With the office environment becoming less formal, jeans are making a bigger impact during the week as they become the norm for many work environments."

Cotton Council International's biennial research - The Global Lifestyle Monitor Survey (GLM) - investigates a wide range of lifestyle issues related to clothing, shopping and textiles among UK residents.

Steph Thiers-Ratcliffe continued: "The research suggests that UK shoppers look for quality from their shopping - with natural fibres being the most desirable clothing ingredient. Our COTTON USA 'Naturally' Mark is a symbol of purity, strength, comfort and quality and helps shoppers to identify premium cotton items that are made to last."

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Notes to Editors

About the research

The research was carried out by Synovate an independent research company. Fieldwork in the United Kingdom was conducted from 16th to 29th March 2010. 552 respondents in total were surveyed face-to-face. All respondents fell within the 15-54 age range. The answers 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, bedlinen and trousers at Marks and Spencer, and on cotton towels at Christy and House of Fraser. 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.

For further information or photography please contact:

Jacqui Delbaere / Paula Figgett / Samantha Darby at:

Kaizo

Tel: 020 3043 4151 Fax: 020 3043 4154

Email: COTTONUSA@kaizo.net