

Investing in talent

In recent years the COTTON USA sponsorship programme has supported many of fashion's most exciting young talents and this season's recipient, Richard Nicoll, is no exception

Richard Nicoll, dubbed "king of the shirt" for his sell-out shirt line, is the latest style leader to be chosen by COTTON USA for its prestigious sponsorship programme. The British-born but Australian-raised designer, whose collections celebrate chic idiosyncratic personal style above overt concerns of status and sexuality, showed his autumn/winter 2010 designs featuring U.S. cotton at London Fashion Week last month.

He joins an impressive list of talent whose work has been promoted through the COTTON USA programme which supports up-and-coming designers and highlights the special qualities of premium U.S. cotton within the fashion industry.

Nicoll, who recently became Creative Director of womenswear for Cerruti in Paris, trained at Central Saint Martins. He is delighted to have been selected for the COTTON USA sponsorship. "Cotton features strongly in my latest collection as well as being featured in the Richard Nicoll shirt range, making the collaboration with COTTON USA and American cotton the ideal partnership," he says.

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

COTTON USA and the Richard Nicoll label are a perfect fit. After all, what could be more natural for the designer known as "king of the shirt" – as quoted by fashion writer Suzy Menkes – for his shirt line, than to work with fabrics made from the finest quality U.S. cotton? This line is a best-seller around the world and has acquired many celebrity fans, including Kate Moss, Kylie Minogue and Sofia Coppola.

For autumn/winter 2010 Nicoll's collection focuses on lo-fi glamour and utilitarian deconstruction. He has adapted his own wardrobe into women's garments which



Star turn: autumn/winter 2010 womenswear, by Richard Nicoll (inset)

convey an immediacy and spontaneity that are authentic and relevant to everyday life. Drapes are taken from simple blanket shapes and pleated details from bin bags and carrier bags. The result is a collection with a strong emphasis on cotton-based fabrics which give the garments the versatility to work for both day and evening.

These latest designs illustrate why Nicoll attracts an increasing amount of attention from the international fashion press and retailers. He was named Best Young Designer at the Elle Style Awards during the spring/summer 2009 London Fashion Week, has recently been short-listed for the coveted 2010 Vogue Fashion Fund, and is considered one of London's most talented designers.

He began his career working with Louis Vuitton, having graduated in 2002 from Central Saint Martins. He showed his first collection for spring/summer 2005 as part of Fashion East. Since then he has gone from strength to strength and his designs are stocked in some of the world's major stores and are best-sellers on top fashion websites. He has also collaborated with Topshop and shirt retailer Thomas Pink.

COTTON USA sponsorship gives a huge boost to designers looking to grow and improve, as it did for previous recipients including Meadham Kirchhoff, Nathan Jenden, Sinha-Stanic, PPQ, Preen, Gardem Paris and Deryck Walker. It will expose Nicoll's creative vision and design flair to a wider audience and underline the fashion appeal of U.S. cotton. ●

For more information about COTTON USA email sthiers@cotton.org or visit www.cottonusa.co.uk

richard nicoll

