



MEADHAM
KIRCHHOFF

10th September 2009

COTTON USA SPONSORS FASHION DUO MEADHAM KIRCHHOFF AT LONDON FASHION WEEK

COTTON USA, the pioneer in spotting new fashion talent, has found the next style sensation for its sponsorship programme, highlighting the use of premium U.S. cotton within the fashion industry. Continuing its commitment to support up and coming designers during London Fashion Week from the 18th-22nd September 2009, COTTON USA will be sponsoring Meadham Kirchhoff, by arrangement with the Royal Academy of Arts.

English Edward Meadham and French born Benjamin Kirchhoff graduated from Central Saint Martin's in 2002. The pair launched their womenswear collection, Meadham Kirchhoff, as part of Fashion East in February 2006. Since then the duo has gone from strength to strength, including commissions with Kylie Minogue, the Danza ballet group, and most recently designing collections for Top Shop.

For spring/summer 2010 Meadham Kirchhoff explores the familiar and the banal – the things they intrinsically love and the things that they do not. The collection is about purity, emptiness, focusing on illusion and disillusion, with strong sculptured pieces inspired by ancient Greece.

The collection mixes sporty elements alongside the softest most delicate vintage and inspired pieces. Together the duo further experiment with excessive draping and exaggerated volume. Cotton plays a strong role in the collection, with cotton canvas and voile trousers, muslin shirts and dresses, as well as oxford shirting draped shirts and skirts.

"We are flattered to have been selected for the COTTON USA sponsorship and look forward to building this relationship," says Edward Meadham. We are always keen to feature cotton in our collections. It's such an exact material to work with - it always drapes and falls so elegantly," continues Meadham.

Stephanie Thiers-Ratcliffe, International Marketing Manager of COTTON USA says: "Meadham Kirchhoff is the perfect sponsorship fit for COTTON USA. We have a strong commitment to supporting up and coming designers, and the duo represent some of the hottest fashion talent out there. "

The COTTON USA Sponsorship was awarded in previous years to the likes of Nathan Jenden, 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.

Meadham Kirchhoff's spring/summer 2010 show is scheduled to take place at 9am on Monday 21st September at Top Shop venue, P3 University of Westminster, Luxborough Street, NW1.

- 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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