



Premium U.S. cotton message: superior-quality M&S bed linen and towels display the COTTON USA Mark

# The guarantee of luxury

*The COTTON USA Mark distinguishes the quality of M&S's textiles made from premium U.S. pima cotton*

In these challenging economic times, consumers are more quality and value conscious than ever. So what better guarantee of finding these characteristics, plus some essential luxury in bed linen and towels, than the COTTON USA Mark attached to a Marks & Spencer Supima® product?

COTTON USA and M&S make perfect partners. Both are renowned for the authenticity and integrity of their brand which signifies the finest-quality merchandise manufactured to the highest standards.

Cotton Council International (CCI), the export market promotion arm of the U.S. cotton industry, launched the COTTON USA Mark in 1989 to identify superior products made from cotton grown in the USA. Since then it has become widely recognised and trusted as a symbol of the quality, comfort, durability and style of cotton textiles made from a minimum of 95% cotton, of which at least 50% is U.S. cotton.

An increasing number of leading brands are signing up to become COTTON USA licensees and labelling their merchandise with the COTTON USA Mark. It emphasises and enhances product quality and value and can give a brand's merchandise a distinctive edge.

For M&S the COTTON USA Mark



**Demanding the best:  
M&S's Simon Colbeck**

heightens customer awareness of the superior quality and luxury of its Supima® bed linen and towels. Simon Colbeck, M&S's Head of Technology for Menswear, Homeware and Quality Management, explains the benefits of working with COTTON USA:

**Why did M&S become a licensee?**

M&S has strong values of quality, value, service, innovation and trust. We always look to use the best fibres in our apparel and homeware ranges - so it was an easy choice for us to partner with COTTON USA as there is a good affiliation between our brands. Of key importance is that the COTTON USA Mark provides a stamp of quality for the use of U.S. premium cotton yarn and also signifies to shoppers that products are made from cotton which has been produced responsibly.

**How has CCI helped M&S and its sales?**

Our Supima® range of bed linen and towels have been widely promoted in-store and in press thanks to the partnership with COTTON USA. For a number of years now we have been running a Supima® cotton advertorial campaign in conjunction with them, and each year we are impressed by the impact it makes. Not only does it look stylish, and improve readers' perception

of products made with U.S. cotton at M&S, but it also drives customers into stores to purchase.

**What is it like working with CCI?**

CCI is a great team to work with. They are always looking for ways to proactively support us and our best-selling U.S. cotton range. The additional funding they provide for advertising to reinforce the message of product excellence with consumers is invaluable.

**What ranges feature the COTTON USA Mark?**

The M&S Supima® collection uses the highest quality U.S. pima cotton and includes soft, long-lasting, non-iron, machine washable bed linen, as well as luxurious towels. All our endorsement of the range conveys the superior quality of U.S. Supima® cotton, inviting shoppers to "enjoy pure luxury".

**How do consumers relate to the COTTON USA Mark and M&S?**

We have a very strong relationship with our customers. When they come to us they know to expect a very high standard of authentic products. The COTTON USA Mark is another form of reassurance that the quality is there. ●



For more information about COTTON USA, email [sthiers@cotton.org](mailto:sthiers@cotton.org) or visit [www.cottonusa.co.uk](http://www.cottonusa.co.uk)