



### **LICENSE LEGENDS: FIRST COTTON USA POP-UP STORE HITS THAILAND**

*FAS Funding Source: MAP*

COTTON USA launched capsule collections of 13,800 men's and women's garments made of 8,554 pounds of U.S. cotton from licensed brands Blue Corner and Khaki Bros in Thailand in 2016. These licensees sold \$252,670 worth of the apparel at the first COTTON USA pop-up store and licensee stores nationwide during a month-long promotion. CCI's COTTON USA licensing program is funded in part by MAP funding.

COTTON USA introduced both apparel collections through fashion shows at Cotton Day in Thailand, igniting media and consumer interest. A COTTON USA pop-up store at CentralWorld in Bangkok, Thailand, the sixth largest shopping complex in the world, anchored the sales promotion. Cotton Day and the COTTON USA collaboration collections received 256 press placements in TV, newspapers, magazines and online with an earned advertising value worth \$3 million.

ASV designed the women's collection, "Blue Corner x ASV x COTTON USA," under the creative direction of Moo Polpat Asavaprappa, a renowned designer in Thailand. Charn Kanokvaleewong, Blue Corner Managing Director, said that the promotion helped his brand's overall sales grow 10% from 2015.

Alek Teeradetch Metawarayut, a famous actor, co-designed the men's wear collection, "Khaki Bros. x Alek T. x COTTON USA." This promotion helped Khaki Bros expand its target group and from 2015 to 2016, sales growth increased 97% for the entire brand.