



COTTON USA SHOWCASES INNOVATION AT FASHION WEEK

FAS Funding Source: MAP

China Fashion Week, held twice a year in Beijing, is regarded as a world-renowned platform for promoting brands and showcasing fashion trends. At this year's event, Cotton Council International (CCI), using MAP funds, teamed up with two denim designers, Chen Wen and Adriano Goldschmied, to launch the 2018/19 Fall Denim Collection. This denim fashion show created a unique opportunity to combine fashion trends with U.S. cotton-rich fabrics, showcasing new innovative denim garments.

China Fashion Week provided a platform for close collaboration between manufacturers and fashion designers, and most importantly an opportunity for them to focus on U.S. cotton-rich fabrics. As chief designer, Mr. Chen Wen commented, "I feel deeply indebted to COTTON USA, who has provided this platform for designers to work together with COTTON USA's licensees". The event also provided CCI a great opportunity to educate the fashion community about the advantages of U.S. cotton, such as quality and sustainability, in addition to showcasing new innovations through CCI's "What's New in Cotton" global promotion initiative.

Nearly 400 guests attended the event including COTTON USA's licensees, governmental officials, students from textile universities, and key media representatives. Distinguished guests included: Mr. Sun Rui Zhe, President of CNTAC; Mr. Yang Jin Chun, Vice-President of China National Garment Association (CNGA); Mr. Zhang Qing Hui, President of China Fashion Association; and Mr. Mark Ford, Director of USDA's Agricultural Trade Office in Beijing. Amy Wang, General Manager of Advance Denim commented, "Being a COTTON USA licensee for over a decade, we are using U.S. cotton in most of our product lines. This collection showcased new highlights of high quality U.S. cotton fabrics integrating the designers' creativity." All the participating COTTON USA licensees purchased a combined total of \$25.6 million of cotton in 2017. Final licensee sales for the 2018 calendar year are still being calculated.

Massive media exposure of China Fashion Week will also contribute to COTTON USA's exposure and presence in China. After the event, it was reported that 85 media outlets featured China Fashion Week, including CCTV, China's predominant state television station, whose viewership in China is over 1.6 billion.

China remains a top priority market for CCI as it's currently the second largest importer of U.S. cotton, purchasing over



2.7 million bales in the 2017/18 year, a value over \$950 million.¹ CCI plans to continue hosting a wide range of activities throughout China to maintain and increase COTTON USA's presence and market share.

¹ Statistics pulled from the National Cotton Council's weekly *Cotton Market Report* from May 31, 2018. Dollar value was calculated using the National Cotton Council's *Upland Spot Cotton Price's* 2017 yearly average of \$0.7292/lb.