

## U.S. Cotton Shows its Naturally Fashionable Side in China



Natural U.S. cotton took center stage in China as CCI's groundbreaking COTTON USA "Natural World" campaign used celebrity endorsements and multi-media promotional events to increase awareness of, preference for and consumption of U.S. cotton.

CCI held the "Natural World" campaign from November 2008 through June 2009 in light of the United Nations proclaiming 2009 as the International Year of Natural Fibers. The eight-month promotion generated more than 330 million consumer impressions via press releases, online teasers, fashion shows, and outdoor advertising in Beijing and Shanghai. More than 920 million people viewed the COTTON USA brand through an online video competition.

The large-scale campaign publicized the value of natural fibers such as U.S. cotton and the importance of protecting the "natural world" for future generations. The Chinese media and consumers met this message with overwhelming enthusiasm.

"I think the theme 'Natural World' is meaningful, especially for the fashion industry," said Tan Weiping, Editor of BIBA. "All the programs, visuals and giveaways deliver the message of 'Natural World' in a powerful, and convincing way."

This excitement has translated into increased sales of U.S. cotton. Sixteen new brands and suppliers joined the COTTON USA licensing program as a direct result of the COTTON USA Natural World campaign, and have purchased 135,000 bales of U.S. cotton in 2009.

Lin Jianzhi, General Manager of Ivy House, noted that COTTON USA's strong reputation for quality attracted Ivy House to join the COTTON USA program.

"Ivy House is said to be the blue blood of the children-wear industry, and it is the symbol of high quality," Jianzhi said. "Meanwhile, COTTON USA is also the symbol of quality and fashion;

so our cooperation will strengthen the vitality of both brands."

In addition to Ivy House, the following companies have become new COTTON USA licensees: A-Z Fiber, Cone Denim, Dazzle, Fu Yang, Huang Fang, Ibena, Jianyin Mao Da, K-Swiss, Ke Fang, Lotto, Lu Thai, Lucky Tex, Saint Year, Schiesser and Zhao Ge.

Exemplifying the value that the COTTON USA program brings to licensees, a breakthrough feature of the "Natural World" campaign was a celebrity crossover clothing collection. COTTON USA celebrity ambassador Da S co-designed the limited edition pieces with six COTTON USA licensee brands: Casablanca, Ivy House, K-Swiss, Konglong, Lotto and Schiesser.

This collection was the first of its kind in the retail history of China, and the majority of the pieces sold out in two months. Proceeds from the sale of these designs will be donated to the Chinese Environmental Protection Foundation. CCI achieved \$1.9 million in third-party contributions for this activity alone.

"I'm honored to have worked with COTTON USA and its licensee brands to create the COTTON USA 'Natural World' limited edition series," Da S said. "I truly hope these limited editions will be loved by everybody, knowing they can have comfort, look great and still make a difference in protecting our natural world."

The "Natural World" campaign featured the following brands in its promotional events: Byford, Casa Calvin, Casablanca, Disney, Elle Deco, Esprit, Hanes, Ivy House, K-Swiss, Konglong, Lotto, Marie Clarie, Nautica, Piyo Piyo, Quiksilver, Roxy, Schiesser, Trek and Travel, and Vigoss.

Earned advertising value from the COTTON USA "Natural World" campaign has already topped \$6.0 million. CCI leveraged funds from USDA's Market Access Program (MAP) for this activity.

### U.S. COTTON'S NATURAL WORLD

Chinese media hailed the COTTON USA Natural World promotion as a breakthrough in the fashion field.

