

Partnership with Original Marines Boosts Sales of U.S. Cotton in Italy



After just one year of partnership, COTTON USA and Italian brand and retailer Original Marines have managed to boost both sales and visibility for U.S. cotton in Italy.

In 2010, approximately 2 million pieces of COTTON USA labeled apparel were featured at Original Marines stores and points-of-sale throughout Italy. The COTTON USA garments were knits and woven bottom weights for men, women and children and were available at more than 600 retail stores.

Original Marines is a popular brand known for its “American spirit.” The brand, which is owned by IMAP Export SpA, specializes in casual wear for the entire family. Their collections are made predominantly of cotton and are sold at retail locations worldwide.

CCI first became acquainted with the brand through their participation in the COTTON USA Buyers Tours to Vietnam and Indonesia. As a result of these tours, Original Marines began sourcing from COTTON USA licensees in Indonesia and Pakistan. In 2009, they became the first COTTON USA apparel licensee in Italy.

In spring 2010, COTTON USA successfully partnered with Original Marines to

promote their U.S. cotton-rich apparel collection. The promotion included a mixture of point-of-sale promotions and print advertisements in ten high profile fashion and home magazines. Sales during the promotion period amounted to the equivalent of approximately 600 bales of U.S. cotton, which currently equates to about \$300,000.

Following the success of the promotion,

ATTENTI ALLA NATURA, ATTENTI ALLA QUALITÀ. SEMPRE!
Per questo Original Marines utilizza cotone Americano.

COTTON USA
Naturally!

Il Marchio COTTON USA
è sinonimo di purezza,
comfort e morbidezza.

ORIGINAL MARINES
Chi vive original, veste original!

www.scopricottonusa.it

www.originalmarines.com

Original Marines remains dedicated to sourcing U.S. cotton for their products. They are continuing to work with CCI to identify new product lines to manufacture using U.S. cotton and further collaboration has already been planned for 2011.