

U.S. Cotton Fashion Ventures Beyond Stage in China



A COTTON USA event held at the famous 798 Space gallery in Beijing attracted dozens of esteemed Chinese brands, not for a typical fashion show or product launch but for an innovative U.S. cotton art exhibition.

CCI's first COTTON IN ART show – a crossover project with China and Hong Kong artists and 14 brands newly recruited into the COTTON USA licensing program – reached over 326 million consumers via media coverage. Artists composed huge installation art pieces with U.S. cotton raw fiber or fabrics, and each work of art linked to one of the 14 new COTTON USA licensees in China.

The exhibition strived to convey the idea that U.S. cotton can illustrate fashion that extends beyond clothes. The brands Ashworth, Esprit Home, Exception, Hanes, Lee, Marie Claire, Nautica, PiyoPiyo, Quiksilver, Roxy, Salad, SPY Henry Lau, TOUGH Jeansmith and Trek & Travel all gave interpretations of fashion through creative pieces of cotton art.

COTTON USA Brand Ambassador Zhou Xun, one of China's hottest movie stars, led

the event's unveiling ceremony.

As white snowflakes floated down, the cotton curtains rose, simultaneously revealing all 14 pieces of art. The launch of COTTON IN ART also included a striking modern dance performance by the Beijing Dance Academy.

Over 200 guests attended the launch of the COTTON IN ART exhibition, including journalists from about 100 media outlets. Earned advertising value from COTTON IN ART has reached \$1.7 million, which is eight times more than CCI's investment of USDA's Market Access Program funds.

Media reports proved the event's success as a fashion and lifestyle platform to build general awareness of COTTON USA and its licensees, and also to attract attention from consumers and brands that wish to know more about how COTTON USA can benefit them.

One designer label from China and one Hong Kong-owned home textile company have already inquired about the COTTON USA program immediately following the COTTON IN ART event.

COTTON IN ART

A modern dance performance by the Beijing Dance Academy in cotton garments (left) and an innovative installation art piece (right) illustrate how U.S. cotton can be used as a medium of expression.

