
COTTON USA TEAMS WITH LYCRA IN KOREA



The COTTON USA “Cotton plus Lycra” promotion resulted in \$5 million in sales of U.S. cotton-rich innerwear products. Year-on-year sales increased by 51,306 units valued at \$297,642.

CCI-Seoul and Invista Korea (Lycra) launched “Cotton plus Lycra” in December 2004 with the high-end innerwear brands “Bodyguard” and “James Dean.” CCI invested \$35,092 and leveraged \$208,707 in third party support from the promotion, which effectively utilized advertising, sales incentives and an aggressive in-store-merchandising program in 307 retail sales outlets.



CCI labeled the equivalent of 4.8 million pounds of U.S. cotton with the Mark during “Cotton plus Lycra” and its other Korean promotions in 2004.

While CCI’s primary objective continues to be to expand markets for U.S. cotton abroad, it is equally important in difficult economic times to maintain existing markets, develop new markets and maintain consumer loyalty. The COTTON USA “Cotton plus Lycra” retail sales promotion in Korea clearly demonstrates CCI’s continuing support to consumers and important textile industry partners.



CCI-Seoul anticipates that as economic conditions improve in Korea, this loyalty and consistency will be rewarded by continued high levels of participation in the COTTON USA program and increased importation of U.S. cotton fiber and value-added cotton products.

