



# SUCCESS STORY: CHINA FASHION WEEK 2018

DENIM INNOVATION WITH ADRIANO GOLDSCHMIED  
AND CHEN WEN



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## COTTON MEETS CREATIVITY

COTTON USA partnered with the “Godfather of Denim,” Adriano Goldschmied, and Chen Wen to launch a 2018/19 Autumn/Winter denim collection at China Fashion Week in Beijing. China Fashion Week, regarded as a world-renowned platform for promoting brands and showcasing fashion trends, presented a unique opportunity to showcase innovative denim garments made of U.S. cotton-rich fabric.

“I have great appreciation for everything that COTTON USA has done to make this runway show successful,” Adriano Goldschmied said. “This was my first time attending China International Fashion Week and I am honored to work with Mr. Chen Wen in this runway show to make traditional denim more fashionable and functional by adopting technological innovation and eastern and western design concepts.”



## PARTNERSHIP

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. Mr. Chen Wen said he feels “deeply indebted to COTTON USA, who has provided this platform for designers to work together with COTTON USA licensees.” The denim collection was made with U.S. cotton-rich knitted fabric and woven denim fabrics from Heng Liang and Advance Denim - two leading denim fabric manufacturers in China.

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*Being a COTTON USA™ licensee for over a decade, we are using U.S. cotton in most of our product lines,” Amy Wang, General Manager of Advance Denim, said. “This collection showcased new highlights of high quality U.S. cotton fabrics integrating the designers’ creativity.*

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## HIGH-FASHION

The event also provided COTTON USA 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.



## PREMIUM VALUE

This collaboration is an example of the premium value the COTTON USA brings to the entire supply chain, through a dedication to helping build closer relationships between suppliers and buyers. COTTON USA offers a variety of programs aimed at making connections throughout the supply chain to help mills, manufacturers, brands and retailers more easily identify qualified suppliers of U.S. cotton.

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