

16 February 2007



## **COTTON USA COLLABORATES WITH JENS LAUGESSEN AT LONDON FASHION WEEK**

With London Fashion Week (LFW) fast approaching on 12-16 February 2007, COTTON USA will be continuing its commitment to supporting up and coming designers by sponsoring London-based designer, Jens Laugesen at this season's LFW. The partnership aims to educate retailers and consumers alike about the qualities of U.S. cotton which is renowned for its quality, comfort, strength and durability.

Inspired by his Danish roots and the neo-classical elements of the Danish Painter Wilhelm Hammershoi, Jens Laugesen's latest collection is an evolution from the ANDAM Award Winning Spring/Summer 2007 collection displaying his personal fusion of conceptual shapes, utilitarian details and luxurious fabrics using U.S. cotton.

The first collection in a new trilogy - INTERIØR – sees Jens Laugesen heading in a new direction with a variety of conceptual, luxurious designs for the intelligent consumer in his trademark androgenous style. The high-end luxury collection for Autumn/Winter 2007/08 will feature stunning designs using the superior U.S. cotton alongside other fabrics such as cashmere, wool, silk tulle and leather.

Innovation will be a key theme of Laugesen's inimitable collection. His latest work has a more luxurious feel with designs combining expensive and refined fabrics in utilitarian styles. What's more, his inspired designs go one step further by featuring modern hot-fix crystal fabrics in bib-like motifs on a selection of tops and dresses made using a U.S cotton cashmere mix.

Jens Laugesen comments: "I am thrilled at collaborating with COTTON USA for my debut line from the INTERIØR collection. The versatility of U.S cotton along with its impeccable quality, durability and softness means that it was an ideal fabric to use for many of the utilitarian and conceptual designs."

Stephanie Thiers-Ratcliffe, International Marketing Manager of COTTON USA says, "Jens Laugesen is a talented designer and we are very pleased that U.S cotton has been used in this inspired collection. COTTON USA is committed to supporting up and coming designers and our collaboration with Jens Laugesen highlights the quality and fabrics of U.S. cotton to the fashion industry and consumers alike."

The COTTON USA support is organised by Doll.

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#### **Note To Editors**

The Jens Laugesen show starts at 11.00am on Friday 16<sup>th</sup> February at Baden Powell House, 65 Queens Gate, London, SW7 5JS

#### **About COTTON USA**

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear from the Cotton Basics range at Bodas and on Supima® cotton towels and bed linen at Marks & Spencers.

#### **About CCI**

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong & Seoul, in addition to a global network of representatives.

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