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COTTON USA COLLABORATES WITH DERYCK WALKER AT On|Off

With London Fashion Week (LFW) fast approaching on 17-21 September 2007, COTTON USA will be continuing its commitment to supporting up and coming designers by sponsoring Scottish designer, Deryck Walker, at On|Off by arrangement with the Royal Academy of Arts, 6 Burlington Gardens. The partnership aims to educate retailers and consumers alike about the qualities of cotton, in particular U.S. cotton, which is renowned for its purity, comfort, strength and durability.

This season, Deryck Walker will unveil his debut women's collection. Inspired by 40's tailoring and 50's youth culture with futuristic elements and understated glamour, Deryck Walker will be channelling his menswear expertise to deliver an impeccable women's collection consisting of original tailoring and signature shirting. The collection will see Deryck exploring the use of lightweight suiting fabrics, crisp cottons as well as high lights of leather and knitwear.

Entitled 'Information' the collection will see Deryck expressing design elements he has learnt throughout his career, whilst continuing his narration on fantasy characters and fashion portrayed in his previous menswear ranges - *Wizards*, *Wizard versus Machine*, *Oracle* and *CB (Couture Boy)*. The range will include a total of 18 looks – 14 women's and four menswear ensembles - featuring new bold silhouettes complemented with an androgynous touch.

Deryck Walker comments: "I am thrilled at collaborating with COTTON USA for my debut women's collection. The versatility of cotton along with its impeccable quality, durability and softness means that it was an ideal fabric to use for my signature shirting garments."

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

The COTTON USA support is organised by doll.

-Ends-

Note To Editors

The Deryck Walker show starts at 3.45pm on Monday 17th September and takes place at On|Off by arrangement with the Royal Academy of Arts, 6 Burlington Gardens.

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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