



News Release

FOR IMMEDIATE RELEASE

Date: February 19, 2010

Contact: Jennifer Jackson jjackson@cotton.org or Agnieszka Fijol afijol@cotton.org

The Seal of Cotton Trademark Becomes Available for Licensing in India

MUMBAI – Brands and retailers in India can now become licensed to use the Seal of Cotton trademark to draw attention to their quality 100 percent cotton apparel and home furnishings. The Seal has been an international symbol of the finest quality cotton apparel and textile products since Cotton Incorporated unveiled nearly 40 years ago. In front of an audience of key fashion and retail industry members at the Images Fashion Forum 2010, Agnieszka Fijol, Sr. Manager South Asia, Cotton Council International (CCI), introduced the Seal and its advantages in the Indian market alongside Mr. Gautam Hari Singhania, CMD, Raymond Group and Mr. Kishore Biyani, CEO, Future Group.

“The Seal of Cotton Trademark will serve as an identifier of quality 100 percent cotton products, giving consumers confidence in the fiber content of their textile purchases,” Ms. Fijol said. “The idea of tying-up with brands to display the Seal on qualified products stems from in-depth consumer research in which respondents indicated that it is important to them to know the fiber content of their clothing.”

Fijol added that the Seal of Cotton has been in use as a promotional vehicle for several years in India, as CCI has been conducting generic marketing and promotional activities in India to increase consumer awareness and preference for cotton products. Hence, awareness of the Seal amongst Indian consumers has more than quadrupled from 2001 to 2009, increasing from 6 percent to 27 percent over that time period.

As one of the most powerful consumer influencers, the adoption of the Seal of Cotton trademark can lead to increased sales. The Seal of Cotton trademark can also lead to increased customer confidence and trust in the brands that carry the label. The Seal not only makes shopping easier for customers, it is also a reassuring reminder of all that is wonderful about nature’s most versatile fiber. Licensees also have the opportunity to develop innovative branding and marketing solutions for qualified products carrying the Seal of Cotton trademark.

Brands and retailers of cotton apparel for men, women and children, as well as home furnishings, can benefit from displaying the Seal of Cotton on their products. Participation in the Seal of Cotton licensing program is restricted to companies that show a dedicated commitment to producing and marketing quality cotton products. Only products manufactured and retailed by companies that meet the criteria will be licensed to use the Seal of Cotton trademark.

Since its launch the Seal of Cotton trademark has provided fiber content identification, allowing consumers to readily identify textile products containing 100 percent cotton. Through point-of-purchase signage, the Seal of Cotton simplified locating quality cotton apparel and home fabrics in stores. Television advertising followed, and with it, awareness of the Seal of Cotton increased.

###

About Cotton Council International

Cotton Council International (CCI) is a non-profit organization which conducts generic marketing and promotional activities in India to increase consumer awareness and preference for cotton products. Through its “Cool with Cotton” campaign, CCI strives to generate awareness about cotton as a fun and fashionable fabric, highlighting its many styles, textures and types. Aligned with its objective, CCI has successfully collaborated with leading fashion designers, industry bodies, Bollywood celebrities, media and design students to spread their message across masses in India.

About Cotton Incorporated

Cotton Incorporated is a non-profit organization devoted to the research and promotion of cotton and cotton products. Cotton Incorporated’s global mission is to build demand for and profitability of cotton by providing unique services that help all segments of the textile and apparel chain in delivering products that meet consumer expectations. These services are supported by a strong corporate team of fiber, textile, fashion and marketing specialists devoted to building cotton’s share versus synthetic products.

CCI and Cotton Incorporated

The team effort between Cotton Incorporated and CCI enhances the ability to provide supply chain programs that keep the world’s number one fiber new, exciting, innovative and, most importantly, top of mind among global consumers. Through the enhanced Seal of Cotton trademark licensing program, Cotton Incorporated and CCI aim to increase consumer awareness, appreciation and preference for 100 percent cotton products through a variety of initiatives including promotional programs, consumer and trade advertising, and product differentiation to quality 100 percent cotton products, as identified by the Seal of Cotton trademark.

For further information, please contact:

Sachit Bhatia

Senior Manager, Representative – South Asia

Email: sachit.bhatia@technopak.com

Phone: +91-9971600634