



**Cotton Council International Celebrates Cotton Day**  
*An event to feature the most fashionable fiber—COTTON*

*~Actor Zareen Khan inaugurated the photo exhibition “Magic of Cotton” and walked the ramp in a dazzling cotton creation by renowned designer Rina Dhaka~*

**New Delhi, July 14, 2011:** Cotton Council International (CCI) today celebrated Cotton Day, a day dedicated to celebrating the diversity of cotton. The event opened with a photography exhibit entitled “Magic of Cotton” which captures how cotton is transformed in everyday life to meet our every need and occasion. “Common Thread” a film by director Mihir Desai, reflected on how cotton connects the world, crossing boundaries and cultures. Bollywood actor Zareen Khan inaugurated the event.

The exhibit also featured a Supima cotton art installation by Yogesh Chaudhary. Yogesh visualized cotton in four characteristics – Fit, Fall, Flow and Frame. Fine Supima cottons were used to demonstrate cotton’s versatility through a variety of high grade finishes. Yogesh Chaudhary has been awarded the 2010 Montana Supreme World of Wearable Art Award, and the Van Heusen Emerging Designer of the year.

*“‘Cotton Day’ was conceptualised to surprise people at what is possible with cotton,” Ms. Agnieszka Fijol, Cotton Council International Representative (Program Head – India), said. “‘Cotton Day’ takes the audience on a journey through how others see and use cotton, how it impacts people’s lives across the world, and what creative possibilities exist in skilled hands.*

*The event also brought together all segments of the cotton value chain from mills and manufacturers to brands, retailers and designers, to share inspirations on how to take cotton to new heights. I am confident that continued support from within the textile and fashion industries cotton will continue to be at the forefront of style and innovation.”*

The opening fashion show of the evening presented the latest denim collection by Arvind Mills. Arvind sought inspiration in denim's origins, which are deeply rooted in work wear. The rugged, outdoor look has been melded with fun, young elements to soften the mood.

The evening came to a close with a show by the renowned designer Rina Dhaka who paid tribute to cotton by showcasing her latest cotton ensembles. Rina nurtures colours and weaves in the collection, adding traditional values to contemporary fashions. She utilizes a variety of techniques and textures from pleats and crinkles to laces, cutwork and hand embroidery, demonstrating the richness of cotton fabrics.

*Designer Rina Dhaka said, “‘Cotton Day’ is a unique concept developed by CCI. I really enjoyed the bringing together of the various elements of cotton in the same platform. Since I am a cotton fan and most of my designs center on cotton, I was delighted to be a part of it. Over the years, Indian designers have received accolades from the world for their work with cotton. Cotton is truly a versatile, all-embracing fiber that lends itself to use in a multitude of diverse and unimaginable ways. It’s a special material with endless possibilities and I think we experienced that today.”*

### **About Cotton Council International (CCI)**

CCI is a non-profit organization devoted to the promotion of cotton. In India, it implements a “Generic Cotton Education” program, which strives to increase the demand among end-consumers for products made from 100 percent cotton, by addressing misperceptions about cotton and demonstrating its full potential through real world applications.

For its activities in the past, CCI has successfully collaborated with leading fashion designers, trade bodies, Bollywood celebrities, media and design institutes for effective delivery of its messages.

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