

# COTTON USA reveals the latest innovations in U.S. Cotton Apparel at Première Vision



At the COTTON USA booth in Hall 6, E63 at Première Vision in Paris, France, from 17-19 September 2019. Cotton USA featured the latest innovations in a smart fashion that are impacting the textile industry.

"U.S. cotton's quality and sustainability combined with innovative technologies provide the textile industry with even more business-boosting opportunities," CCI Executive Director Bruce Atherley said. "At COTTON USA, we aim to inspire the textile industry with new ideas, technologies and opportunities that propel businesses forward."

"We are dedicated to offering industry innovations that help our partners rise to meet growing customer expectations and build business opportunities. From new performance materials to origin tracing technology, we are excited to return to Première Vision to showcase the strongest advancements across the industry and how they can be integrated with U.S. cotton."

Visitors to the booth had also seen how becoming a COTTON USA™ licensee can benefit the business. Quantitative consumer research proves the COTTON USA™ Mark is of high value to consumers and can drive both preference and higher prices. ♦

