

COTTON USA Buyers Tour Leads Thai Brand “Blue Corner” to Purchase More U.S. Cotton



COTTON USA licensee Blue Corner, a leading Thai fashion brand, purchased 4,800 yards of 100 percent cotton fabrics worth \$14,500 from a Chinese textile mill they met during a COTTON USA Buyers’ Tour to China in October 2008.

After the implementation of the Thailand-China Free Trade Agreement (FTA) on January 1, 2010, which reduced import duties for fabrics to Thailand to zero, Blue Corner increased its orders to 7,600 yards of U.S. cotton-rich fabrics, worth \$21,000.

In 2009, Blue Corner labeled 620,000 units with the COTTON USA Mark. The COTTON USA Mark identifies high quality, 100 percent cotton products that contain a minimum of 50 percent U.S. cotton. Blue Corner joined the COTTON USA licensing program in Thailand in 1996. Blue Corner has 200 retail outlets in Thailand’s premium department stores nationwide.

The COTTON USA Mark program is designed to pull U.S. cotton through the supply chain by drawing consumer

attention to quality products made primarily with U.S. cotton or its products.

Thanks to its sourcing success during the COTTON USA Knit and Woven Fabric & Apparel Buyers’ Tour to China in 2008, Blue Corner will join the next COTTON USA Buyers’ Tour to China in June 2010, focusing on denim and bottom weight fabrics and garments, and plans to repeat orders of U.S. cotton-rich fabric in 2010.

COTTON USA Buyers’ Tours, funded in part by the U.S. Department of Agriculture’s (USDA) Market Access Program (MAP), are a part of CCI’s innovative COTTON USA Supply Chain Marketing (SCM) Program.

The COTTON USA SCM Program provides myriad business opportunities for textile mills, brands and retailers to identify global sourcing partners for U.S. cotton-rich products.

THE FIBER OF CHOICE

COTTON USA Buyers’ Tours forge business connections that pull U.S. cotton through the supply chain.

