



COTTON USA™
THE COTTON THE WORLD TRUSTS

GLOBAL CONSUMERS INTERESTED IN

NEW FABRIC TECHNOLOGIES



TO LEARN MORE, PLEASE CONTACT YOUR LOCAL CCI REPRESENTATIVE.
[CLICK HERE](#) TO VIEW THE LIST OF REPRESENTATIVES BY REGION.

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A recent study conducted by Ipsos (a global market research firm) found that consumers around the world are highly interested in fabric technologies that can specifically address everyday clothing issues. Ipsos' Global Lifestyle Monitor questioned over 10,000 consumers in ten countries (China, Colombia, Germany, India, Italy, Japan, Mexico, Thailand, Turkey and the United Kingdom). When asked about the appeal of various clothing attributes, around one-third were willing to pay more money for clothing that addressed their specific needs. Innovations such as temperature control (34%), odor resistance (31%), stain resistance (30%), and moisture management (29%) were some of the most desired attributes.

HOW APPEALING ARE EACH OF THE FOLLOWING CLOTHING ATTRIBUTES?

	Buy at higher price	Buy at same price*	No appeal never buy
Is easy care	35%	60%	4%
Has temperature control	34%	59%	6%
Is fade resistant	33%	61%	5%
Is wrinkle resistant	31%	63%	6%
Is odor resistant	31%	61%	7%
Is stain resistant	30%	64%	5%
Has moisture management	29%	64%	6%
Is made of organic cotton	28%	63%	8%
Has stretch	27%	65%	6%
Is anti-microbial	27%	63%	8%
Is abrasion resistant	27%	65%	7%
Has uv protection	26%	62%	9%
Is water repellent	24%	66%	9%
Is wind resistant	23%	67%	9%

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In the fall of 2017, Cotton Council International (CCI) began showing its “WHAT’S NEW IN COTTON™” initiative at trade shows and other events around the world. The “WHAT’S NEW IN COTTON™” initiative is a global CCI promotion effort showcasing advances in cotton technology developed by innovative companies using U.S. cotton. These innovative companies are shown along with the COTTON USA brand globally, providing the textile industry with a glimpse of what is possible in the world of cotton fabrics. The technologies shown in this initiative provide new solutions to consumers’ most desired clothing attributes.

For example, Proneem’s Dry Protect™ technology works with natural minerals to repel the unpleasant side effects of perspiration and absorb the body’s moisture.

DRY PROTECT™ 
By Proneem

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Life Materials, another "WHAT'S NEW IN COTTON™" innovator, uses renewable, sustainable plant extracts to deliver long-lasting freshness and odor control to cotton-rich fabrics through their Life Natural technology.

Solucell Air™, owned by BYR International, is a patented technology that fills cotton with air by creating a hollow channel inside the yarn, allowing them to produce cotton-rich apparel and home textile products that are soft, lightweight, and functional.



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These are some examples of innovative technologies that address consumers' desires globally for fabrics with characteristics such as odor resistance and moisture management. These technologies combine the comfort and sustainability of cotton with new performance technologies that consumers crave.

To learn more about the "WHAT'S NEW IN COTTON™" initiative and the new technologies, [**CLICK HERE**](#) or visit the COTTON USA booth at upcoming trade shows.

CCI is an equal opportunity employer and provider.

