



Press Release: 20th May 2010

QUALITY STILL COUNTS FOR SHOPAHOLIC BRITS

Savvy shoppers seeking quality at the right price

Despite the economic conditions of the last few years, over a quarter of the UK still loves shopping for clothes. Overall though, according to the latest research from Cotton Council International, quality still counts, with nearly two thirds stating that, no matter the economic climate, they prefer to pay more for better quality.

Mirroring the economic situation of the last two years, spending on clothes has reduced with the average amount spent per person on clothes in the last three months coming to £141.90 compared to £220 two years ago. And, the percentage of those shopping for clothes for themselves every month has dropped from 64% two years ago to just under 49% this year.

Steph Thiers-Ratcliffe, International Marketing Manager, Cotton Council International comments: "The economic climate may have reduced the frequency of shopping and the amount spent, but not at the expense of quality. Shoppers have been seeking out better prices, but have remained committed to buying premium garments made from natural fibres."

This year's findings shows that natural fibres are growing in popularity in Britain, with almost 4 in 10 people thinking that better quality clothes are made from 100% natural fibres.

Cotton has come out as the fabric of choice for Brits, with almost half choosing cotton clothing for items they wear the most. Cotton is also deemed the most in vogue fabric, with 36% viewing it as the best fabric suited to the latest fashion styles, with over a third of shoppers confessing that they would buy more clothes if they were made from fabric fibres they liked.

The stores most visited are chain stores (63%), with traditional department stores still popular at 49%, although this is a drop of 10% from 2008.

In terms of what shoppers liked best about their favourite stores - selection and variety still remains top (39%), but value for money (37%) and styles/designs (34%) have risen significantly.

Cotton Council International's biennial research - The Global Lifestyle Monitor Survey (GLM) - investigates a wide range of lifestyle issues related to clothing, shopping and textiles among UK residents.

Steph Thiers-Ratcliffe continued: "Despite economic conditions the research suggests that UK shoppers look for quality from their shopping - with natural fibres being the most desirable clothing ingredient. Our COTTON USA 'Naturally' Mark is a symbol of purity, strength, comfort and quality and helps shoppers to identify premium cotton items that are made to last."

- Ends -

Notes to Editors

About the research

The research was carried out by Synovate an independent research company. Fieldwork in the United Kingdom was conducted from 16th to 29th March 2010. 552 respondents in total were surveyed face-to-face. All respondents fell within the 15-54 age range. The answers were analysed to give the results stated above.

About COTTON USA

COTTON USA is a brand that inspires trust and embodies quality in all products made using U.S. cotton. The COTTON USA Mark is a sign of reassurance of purity, strength, comfort and feel to consumers around the world. It can currently be found on underwear and t-shirts at Bodas, on cotton towels, bedlinen and trousers at Marks and Spencer, and on cotton towels at Christy and House of Fraser. More information on COTTON USA and the benefits of U.S. cotton can be found at www.discovercottonusa.com.

About CCI

Cotton Council International was established in 1956 as an international export promotion arm of the National Cotton Council of America (NCC) to introduce and promote products manufactured with American cotton in overseas markets. CCI conducts a wide variety of programs targeting the trade and consumers to increase the demand for cotton in global markets. CCI works in close cooperation with the leading international cotton related organizations such as ACSA, AMCOT, ICA, Cotton Incorporated, the Japan Cotton Promotion Institute (JCPI), the Spinners' and Weavers' Association of Korea (SWAK), ICAC and others. CCI's headquarters is located in Washington, D.C., with regional overseas offices located in London, Hong Kong, Seoul and Shanghai, in addition to a global network of representatives.

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