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FOR PREMIUM FASHION
APPAREL AND HOME

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Ready, Set, Show!

The stage is set as the date quickly approaches for the showing of the 11th annual Supima Design Competition. Scheduled for September 6th at 4:00 p.m., this year's show will be held on the opening day of New York Fashion week at Pier 59 Studios.

Returning for a second year as MC, television personality and fashion visionary, June Ambrose will be hosting this year's competition. The 2018 SDC features some of the most talented, design school graduates creating collections made with American-grown Supima cotton. For the fourth straight year, famed women's wear designer, Bibhu Mohapatra is mentoring each finalist on their collections, giving invaluable insight, direction and support to each designer. For each one of these young talented designers, this will be their first experience on the big runway of New York fashion vying for an opportunity to win a \$10,000 cash prize.

Hailing from the country's most celebrated design schools, this year's group of finalists includes:

- Paula Amaral – Academy of Art University
- Genevieve Lake – Fashion Institute of Design and Merchandising
- Alanna Lizun – Kent State University
- Jessica Chang – Parsons School of Design
- Bryn Lourie – Rhode Island School of Design
- Jessica Rubinstein – Savannah College of Art and Design
- Lili Shi – The Fashion Institute of Technology.

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The New Recruits

A first in the eleven-year history of the Supima Design Competition, leading talent recruitment agency, 24 Seven, has signed on to partner with Supima and its annual design competition to bring the next generation of fashion designers to the industry.

All seven finalists will work closely with 24 Seven's executive team on job seeking advice, resume building and interviewing techniques, all in an effort to mentor the finalists and prepare them for the upcoming interview process. 24 Seven will host the finalists and introduce them to a select group of top fashion houses throughout North America and Europe.

"Not only can we shine a light on this talented group of newly minted designers during New York Fashion Week, but now with our partnership with 24 Seven, we can help our designers move on from school to a career. It's a natural extension of the Supima Design Competition", says Buxton Midyette, Supima's Vice President of Marketing and Promotions.

Celeste Gudas, CEO and President of 24 Seven, adds, "24 Seven is so proud to be partnering with Supima on their annual Design Competition. With nearly 20 years of experience work-



ing with fashion houses internationally, our team knows top talent and was extremely impressed with the portfolios of the seven finalists. We are pleased and honored to present the exceptional individuals to our client partners, helping to launch their promising careers in exciting roles".



From the Pages of Home Textiles Today

The leading b2b textile magazine covers the launch of premium, Made in England, bedding made with luxurious, extra-long staple Supima cotton. Crafted by U.K. based, Peter Reed exclusively for the iconic luxury department store, Harrods, the Albion collection of bedding harks back to Peter Reed's 150-year history of handcrafting premium bedding.



Peter Reed bows luxury Supima bedding at Harrods Marks the first 100-percent made-in-England bedding in 60 years

LONDON – For the first time, high-end British textiles designer and manufacturer Peter Reed is launching a collection at Harrods made entirely in England with premium Supima extra-long-staple American cotton.

The iconic luxury department store located in Knightsbridge, London, is expected to launch Peter Reed's Albion collection in September, adding to the designer's existing premium bedding lines that have typically used Egyptian cotton sheeting imported from mills in Milan, Italy. Peter Reed, with 150 years of heritage and English craftsmanship, contends that Supima is fast becoming the global gold standard in cotton.

Ready, Set, Show!

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Get up-close and personal with this year's finalist and learn what inspired them to become fashion designers and how they approached their Supima collections – supima.com/design-competition/finalists/2018

Judging the SDC and crowning the 2011 winner are some of the industry's most influential media executives and entrepreneurs featuring:

- Amanda Hearst – Activist and Co-founder of Maison-De-Mode
- Carmen Lilly – Wardrobe Consultant and Closet Therapist
- Faith Cummings – Journalist
- Fern Mallis – Creator of New York Fashion Week and President of Fern Mallis llc
- Hassan Pierre – Co-founder of Maison-De-Mode

- Hilary Milnes – Managing Editor of Digiday
- Ruthie Friedlander – Special Projects Director for In Style
- Tracey Greenstein – Reporter for Women's Wear Daily
- Rajni Jacques – Fashion Director for Teen Vogue and Allure
- Tyler McCall – Deputy Editor for Fashionista.com
- Aria Darcella – Fashion News Editor for Daily Front Row

Launched in 2008, the annual Supima Design Competition was created to introduce the next generation of designers to the fashion industry. What started as a local design competition has quickly evolved into an international showcase with a NYFW-sanctioned runway show during the fall season and a high-profile presentation during Paris Fashion Week.



Making Sense with Jiberish



The team at Jiberish delivers on their Essential Supima Cotton Tee 3 pack. The Denver-based lifestyle brand uses 100% American-grown, premium Supima cotton in several of their cool graphic long and short sleeve tees, but it's the 3 pack that does the trick for stocking that closet. Made with 6 oz Supima cotton, these tees are light and airy and extremely soft to the touch. You can choose from the white, grey and black set, or for a little flair go with the olive, charcoal and navy. Either way you'll be rocking some seriously styling tees.

And if you find yourself in the Denver area, be sure to check out their Flagship Boutique.

Shop at: <https://www.jiberish.com>



Crafting Elevated Essentials

Project Social T was founded in 2011 with the purpose of creating the perfect t-shirt. Seven years later, the company has evolved into designing a full collection of timeless, fashion essentials for both men and women. Project Social elevates the basics with its modern designs, quality craftsmanship and their use of premium fabrics. It's no wonder the brand sources American-grown Supima cotton to produce its women's v-neck tee. "The Softest V-Neck" tee is made with 100% Supima cotton and offered in several colors.

Project Social T is also determined to make a difference. Through their "Our Projects" program, the company partners with four meaningful charities every year and works closely with each one to raise awareness and help drive support. In addition to donating to the charities every month, Project Social T also designs custom hangtags for every garment sold to inform and inspire their consumers to give back.

Visit the Project Social T website to learn more about their efforts and while you are at it, shop the brands "Softest V-Neck" tee. www.projectsociaalt.com



7 Days, 7 Shirts

It's been a little over a year since the husband and wife team of Luke and Lucie Meier took over the reins as Creative Directors at Jil Sander and with each new collection under their control the brand continues to hit its stride. The duo continues to stay true to elegance and structured lines that Jil Sander is known for but look to bring a modern spin on the classics. Known for their eye for detail and precision, Luke and Lucie Meier are firm believers in using fabrics and construction to help tell the story.

Released earlier this year, the brand's 7 Days Shirt Collection features seven distinctly designed shirts, for men and women, where each shirt reflects the personality of the day. As you get closer to the weekend the shirts become more relaxed. It's a modern, updated twist to the brand's classic white poplin shirt that is crafted with 100% Supima cotton and features the highest-grade mother-of-pearl buttons.

Shop the full capsule collection at <http://store.jilsander.com>

Supima is excited to introduce our new licensees for the month of July. Supima continues to focus on expanding its network of manufacturers, brands and retailers, in an effort to ensure that each and every product that carries the SUPIMA® label is sourced from a recognized supplier:

- Brax Leineweber GmbH & Co. KG (Germany) - Men's Trouser Brand
- Haberdasher Ventures Pvt. Ltd. (India) - Men's Underwear Brand
- Napapijri (Switzerland) - Knit Apparel Brand
- Norban Comtex Limited (Bangladesh) - Dye House, Knitter, Apparel Manufacturer
- Texhong Textile Group Limited (China) - Spinner
- Textil San Ramon (Peru) - Spinner

*Be sure to visit our supplier directory for a full list of licensed companies,
<http://supima.com/industry-resources/suppliers>*

All In the Family Licensee Update



To learn more about Supima's consumer initiatives, industry news and updates, please visit SUPIMA.COM

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IMPORTANT WEB LINKS FOR AMERICAN PIMA CROP INFORMATION

Supima offers a variety of reports for growers, manufacturers and retailers of American Pima cotton in the areas of specific product information, overall market data, and background research. The reports are updated frequently with the release of new data and are available for use by anyone interested.

USDA - AMS Pima Spot Price (Daily):

<http://bit.ly/AMSPimaDailySpot>

USDA - AMS Cotton Reports:

<http://bit.ly/AMSCottonReports>

USDA - NASS U.S. Production Estimates (Monthly):

<http://bit.ly/NASSCropProduction>

USDA - FAS Export Sales Report (Weekly):

<http://bit.ly/FASWeeklyExportSales>

Classing Reports:

By Office: <http://bit.ly/AMSPimaClassingOffice>

By State: <http://bit.ly/AMSPimaClassingState>

U.S. ELS Competitiveness Payment Report (Weekly):

<http://bit.ly/FSAELSCPPReport>