

SUPIMA®

WORLD'S FINEST COTTONS



AMERICAN GROWN | SUPERIOR | RARE | AUTHENTIC

JUNE 2021

Spotlight Supima

Forbes



Joseph DeAcetis
Forbes Contributing Editor



Marc Lewkowicz
Supima, President & CEO

"SUPIMA is 100% extra-long staple cotton in contrast to other well-known cotton labels such as Egyptian or Pima.
Today, Supima focuses on partnering with leading brands across fashion and home markets to ensure that consumers have access to and receive top quality products."

W

hat better way to tell the story of Supima than through the journalism of *Forbes* magazine. Supima President and

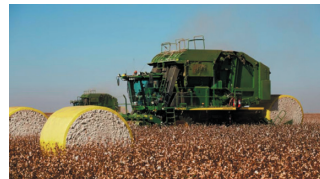
CEO, Marc Lewkowicz recently sat down for an interview with *Forbes* Contributing Editor Joseph DeAcetis. Covering a wide range of topics from the history of Supima cotton to its unique traceability program, DeAcetis dives into why Supima cotton is considered to be the top 1% of cotton grown around the world and the many relevant issues and challenges in today's textile industry.

America Has One Of The Best Luxury Cotton Grown In The World

Quite often, I like to highlight the great significance that the United States has on the world of fashion. When you think of all the developments created in our great nation such as the tuxedo, preppy, sportswear and even denim. Even though denim was invented in Europe it is our very own Levi Strauss that developed the fabric into a household name.

Founded in 1954, Supima is a non-for-profit organization that represents the Pima cotton growers of the United States. The Supima name was derived from a blending of the words "Superior" and "Pima." The Supima brand designates an elite variety of Pima cotton grown only in California and the Southwestern U.S. The cotton is highly valued not only for its superior strength, but also for its soft to the touch feel. The extra long fibers create value and a strong point of difference at the point of sale.

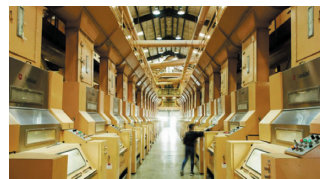
For the full story: www.forbes.com/sites/josephdeacetis



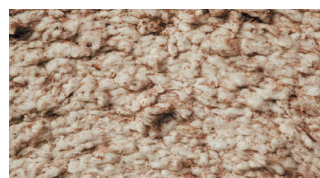
100% of Supima cotton is mechanically harvested.



Every bale of Supima cotton has its length, strength and fineness classed by the USDA.



Roller gins gently remove seeds and plant material from the Supima fiber.



The Supima harvest produces three crops; seeds make up 60% of the raw cotton.

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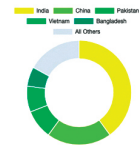
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Weekly Export Summary

EXPORTS

TOP BUYERS OF AMERICAN PIMA
VIA USDA-NASS



PRODUCTION

LAST REPORT:
VIA USDA-NASS

555,000 BALES



June 10 — There were (3,900) bales in net new sales reported for the week versus (7,300) bales reported the previous week. Current registered export sales for the 2020/21 crop year now total 808,600 bales. This level of sales is 144.2% of the sales level at the same time last year when 560,600

bales in sales had already been registered. Current shipments stand at 154.9% of last year with 663,400 bales shipped versus 428,400 bales shipped at the same time last year.

There were 4,000 bales in new purchases made this week from India (2,000), Turkey (600), Greece (400), Indonesia (300), Japan (300), Pakistan (300), and Malaysia (100).

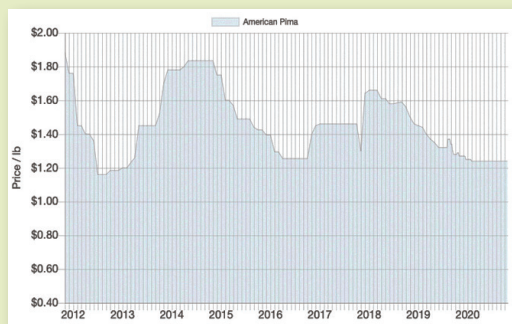
There were no bales in destination changes this past week.

There were 100 bales in cancellations this past week from Unknown (-100).

Export shipments this past week totaled 16,700 bales versus 13,600 bales the previous week. Shipments this past week went to China (8,100), India (5,100), Turkey (1,300), Pakistan (1,200), Italy (300), Mexico (300), Japan (200), Colombia (100), Guatemala (100), and Thailand (100).

The top five leading importers for the 2020/21 crop year are led by India with purchases of 286,200 bales. China, Vietnam, Pakistan, and Peru round out the top five with purchases of 174,600 bales, 77,600 bales, 71,000 bales, and 50,300 bales respectively. These five nations account for 81.6% of all the export-based purchases of American Pima made to date this year.

There were no bales in net new forward sales reported this week. The current new crop sales totals stand at 4,000 bales and 0 bales respectively for the 2021/22 and 2022/23 years.



Supima and Albini Challenge The Next Generation Of Fashion Designers

Continuing with its long tradition of fostering the next generation of fashion designers, Supima cotton enlists the support of longtime licensee, Albini Group, for its latest student enrichment program in Milan. Working together with Milan's prestigious Istituto Maragone Milano, Supima and Albini selected a group of students from the school's Master Course in Fashion Product Management to participate in the program.

Ten students were divided into four groups and given a selection of organic Supima cotton fabrics. Broken down into four themes, White, Denim, Total Look/Overshirt and Casual shirt, each group was given a theme and challenged with creating one of a kind fashion items meant to reimagine what a garment can be. Students that participated in the program were Edoardo Magazzeni, Cecilia Pegorini, Paoletti Elisa, Ivana Amicone, Natalia Pannacci, Noemi Baravelli, Miren Artola, Camille Mercier, Emanuele Esposito and Ye Siyao.

Using Albini's premium Italian textiles woven from American-grown Supima cotton, these promising young designers did not disappoint. In the White Challenge, the students used Albini's Organic Ecozephir fabric, enhancing the Supima cotton's beauty and brilliance with the aim of reinterpreting the classic white shirt with the addition of a modern twist.

Known for its incredible fiber strength, Supima cotton is perfect for creating denim

fabrics like Albini's Piazza Vecchia textile, a unique and exclusive organic selvage denim that the students were able to use to create a Streetwear-style dress.

One of the premium attributes of fabrics made with Supima cotton is their extreme durability and unparalleled softness. Students in the Total Look/Overshirt theme took advantage of these characteristics to create a trench coat with the Shakespeare fabric, a 100% cotton gabardine.

Finally, for the Casual Shirt theme, the students opted for Zephir, a very fine gingham organic Supima cotton to create a shirt with a perfect fit and unique style.

"This is the first time that Supima and Albini collaborated together with a leading design school in Europe. We were extremely impressed with the creative projects that the students did with their Albini fabrics made with Supima and we are proud to have supported future designers in this ambitious project", says

Supima's VP Marketing and Promotions, Buxton Midyette. Albini Group's Head of Marketing, Gabriele Camozzi adds, "We are happy and proud to have taken part with Supima in the project organized by Istituto Marangoni Milano. It is essential for us to teach new-generation students the importance of raw materials and sustainability in our sector and for them to bear witness to our active commitment to this aspect."

The student's collections are currently on display for a two-week exhibition in the Albini showroom in Milan.

The Crop Top is back and there's nothing better to don during the dog days of summer. So if you're looking to show off that tone and tan

stomach there's not a better crop tee out there than from Detroit based GETTEES. Made from 100% Supima cotton and manufactured in Michigan the Model Tee Heavyweight Crop is the pinnacle of American craftsmanship. Supima's extra-long staple cotton gives this tee a softness that is beyond compare. Offered in a vibrant summer peach color and designed with a fitted collar, reinforced seams and slightly tailored body is cut to hit just above the navel, The Model Tee from GETTEES is the perfect addition to your summer wardrobe.

Visit: www.gettees.us



Daddy Dearest

Where would we be without dear ol' Dad! From chauffeuring us around town to offering some sound advice, he's there when we need him most. And although we don't need a day to let him know how much we love him, Father's Day is here to make him feel special and appreciated. So be sure to shower dad this Father's Day with love, and luxurious Supima cotton. Used by some of the leading brands across the globe, Supima cotton is the gift that keeps on giving. Whether it's a polo shirt for the golf course and pair of cool cargo shorts for the backyard, any gift made with American-grown Supima cotton is a gift that will surely become his favorite.

Uniqlo

Every Dad can use some new tees for the summer and Uniqlo has the perfect assortment of t-shirts made with Supima cotton. The extra-long staple cotton fibers give these tees the strength and smoothness and a 4.5-star rating. The Supima® Cotton Crew Neck Tee by Uniqlo features a loose fit, the perfect draping and a clean, simple design that will never go out of style.

Visit: www.uniqlo.com



Banana Republic

Get Dad geared up for the summer with these Authentic SUPIMA® cargo shorts from Banana Republic. Offered in Surf Shack brown and Silky Coal, these cargo shorts are spun using American-grown Supima cotton, which means they're super soft and incredibly strong. It's no surprise Supima cotton remains a Banana Republic customer favorite. The special garment dye process produces a unique, color-washed look and extra soft feel. Finishing with front, back and side cargo pockets and an elastic waistband with internal drawstring, Banana Republic's Authentic Supima Cargo shorts are a must have for dad.

Visit: www.bananarepublic.gap.com



James Perse

Whether it's for the office or date night with mom, Dad will rock this Supima Cotton- Jersey shirt for the foreseeable future. Made from 100% Supima cotton, the jersey shirt features mother-of-pearl buttons, detailed monochromatic stitching and chest pocket. The lightweight Supima cotton fabric will keep him cool during those hot summer days and the light blue color will add a bit a pop to Dad's summer wardrobe. Visit: www.mrporter.com



American Trench x Freeman's Sporting Club®

What's better than one cool brand? How about two! Famed Freeman's Sporting Club® has teamed up with American Trench for a must-have collaboration just in time for Father's Day. Known for their superior craftsmanship, premium fabrics and American manufacturing knowhow, its no surprise that the team at FSC tapped American Trench to collaborate on its new collection of socks. With Supima cotton grown in California and spun into yarn in Georgia, American Trench and FSC have produced the holy grail of socks. Comfort, softness, durability and style come together and pay homage to each brand's history. Help Dad freshen up his sock draw and up his style game with these FSC American Trench socks. www.freemanssportingclub.com



Tommy Bahama

Dad will hit the links in style this Father's Day with the Party IslandZone® Polo. Made for performance and comfort, this polo by Tommy Bahama is crafted using a Supima cotton blend that will keep him cool and dry. The extra-long staple, American-grown cotton gives this shirt an incredibly soft-hand and a vibrant color that will last wash after wash. The accent piping and tape details are the perfect touch and make this polo a winner for every Dad on Father's Day. www.tommybahama.com

Supima is excited to introduce our newest group of licensees for the month of May. 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. With an all-time high of over 550 licensees across the global supply chain, interest in becoming a Supima partner continues to grow at an unprecedented rate.

- **Indus Home Limited (Pakistan)** – Manufacturer-Home Textile
- **Ananta Huaxiang Ltd. (Bangladesh)** – Manufacturer
- **Chaintex Limited (Hong Kong)** – Knitter
- **Cuddledown, Inc. (USA)** – Retailer, Mail Order/Catalog, Manufacturer-Home Textile
- **Dodo Sky, Inc. (DBA: LA Knit) (USA)** – Manufacturer
- **Global Attire Private Limited (India)** – Manufacturer
- **Hisar Tekstil San. ve Tic. Ltd. Sti (Turkey)** – Weaver
- **Jiangxi Danx Textile Co., Ltd. (China)** – Spinner
- **Laze Pte. Ltd. (Singapore)** – Home Fashion Brand
- **Raymond UCO Denim Private Limited (India)** – Manufacturer
- **Scandia Down LLC (USA)** – Home Fashion Brand
- **Shandong Sanmian Textile Co., Ltd. (China)** – Trader-Yarns
- **Swiss Manufactures (Switzerland)** – Brand
- **The White Company (United Kingdom)** – Home Fashion Brand
- **YSS Garment Company Limited (Vietnam)** – Manufacturer
- **Zhejiang Danks Industrial Co. Ltd. (China)** – Importer/Exporter, Manufacturer
- **Zhejiang Jasan Holding Group Co., Ltd. (China)** – Manufacturer

Be sure to visit our supplier directory for a full list of licensed companies at www.supima.com/suppliers.

All In the Family Licensing Update

SUPIMA®

WORLD'S FINEST COTTONS

GET LICENSED

BE SURE TO VISIT OUR SUPPLIER DIRECTORY FOR A FULL LIST OF LICENSED COMPANIES AT WWW.SUPIMA.COM/SUPPLIERS.

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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/FSAELESCPPReport>