

INTERNATIONAL  
**COTTON  
CONFERENCE  
BREMEN**

2024



20 – 22 MARCH 2024 | BREMEN PARLIAMENT HOUSE

## PRESENTATION

Session:

**Cotton Economics**

Title:

Marketing Cotton: Challenges and Opportunities

Speaker:

**Mark Messura, Cotton Incorporated (USA)**

**Conference Organisation**

Faserinstitut Bremen e.V., Bremen, Germany. E-Mail: [conference@faserinstitut.de](mailto:conference@faserinstitut.de)

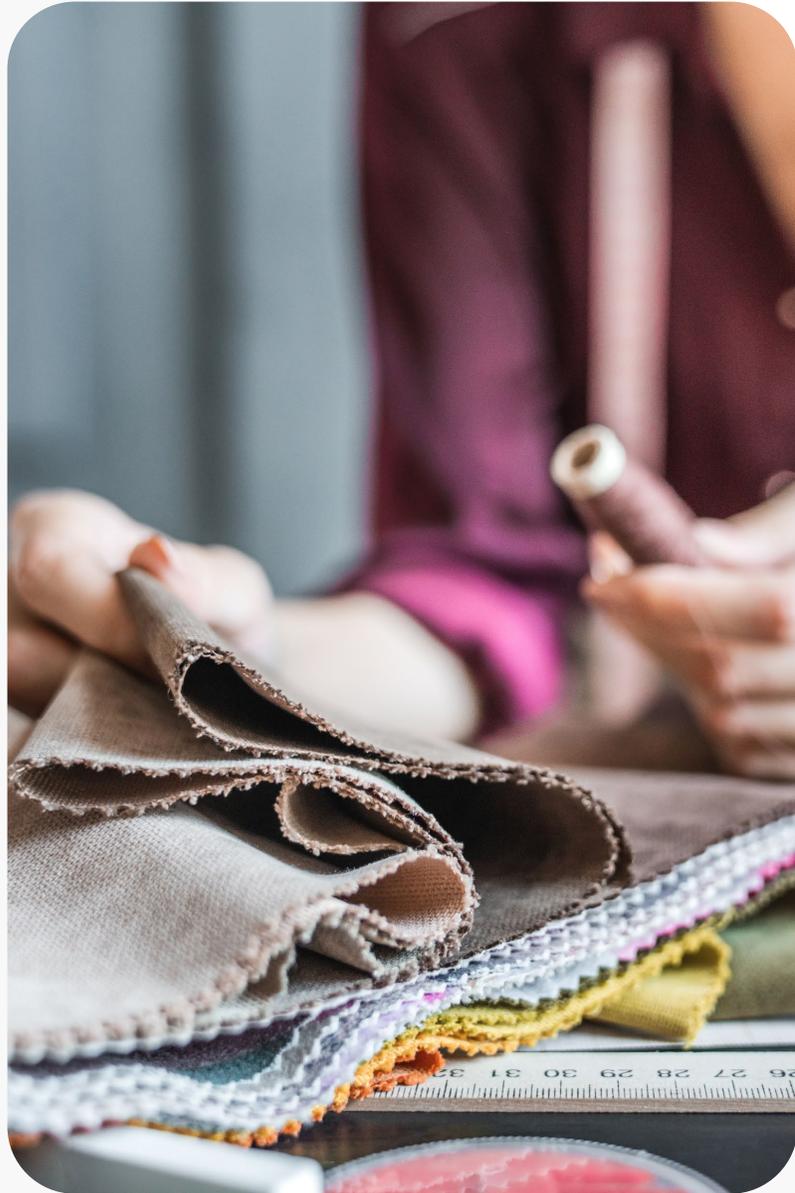
Bremer Baumwollbörse, Bremen, Germany. E-Mail: [info@baumwollboerse.de](mailto:info@baumwollboerse.de)

# Marketing Cotton: Challenges and Opportunities



Mark Messura  
Senior Vice President, Global supply Chain Marketing





# Cotton Incorporated

A not-for-profit company providing the resources and research needed to help companies develop and market superior, innovative, and profitable cotton products.

Our efforts are focused across every area of the cotton life cycle from fiber through finished product.

Our efforts are on behalf of ALL cottons.



Sourcing +  
Manufacturing



Retail +  
Marketing



Fabric +  
Technology

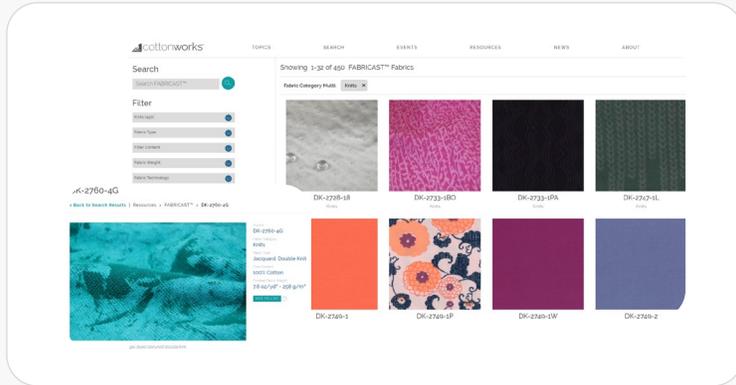


Fashion +  
Trend

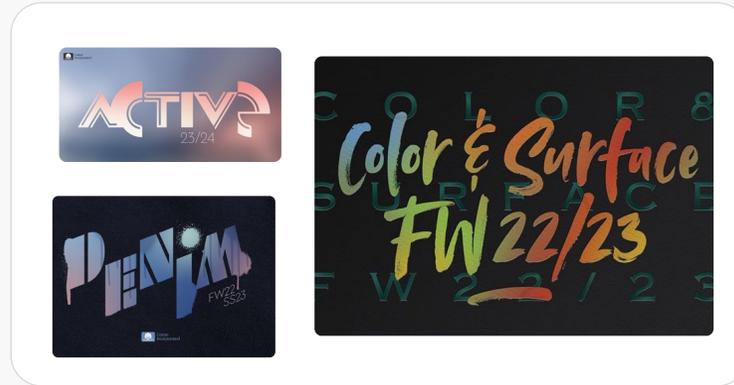


Sustainability

# Resources



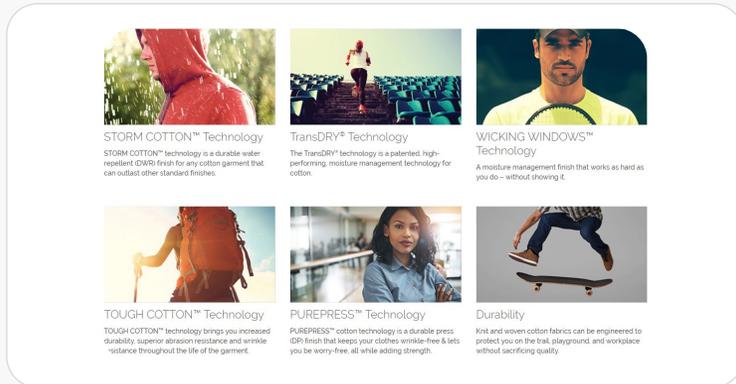
Fabric Innovations



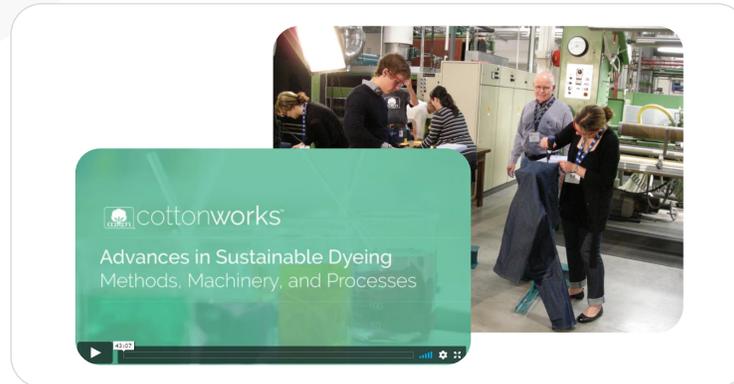
Trend Forecasting



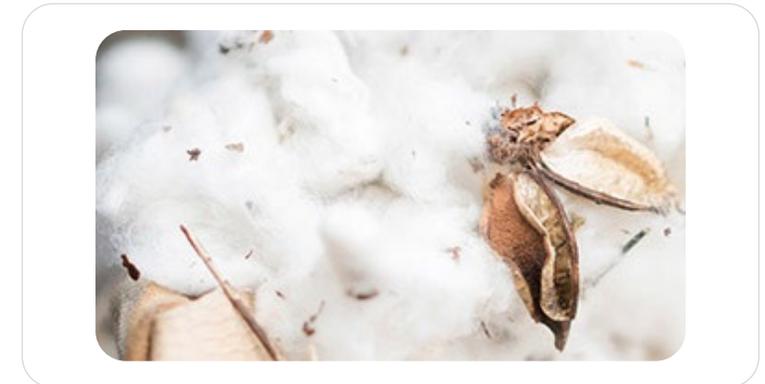
Market & Consumer Information



Technology Innovations

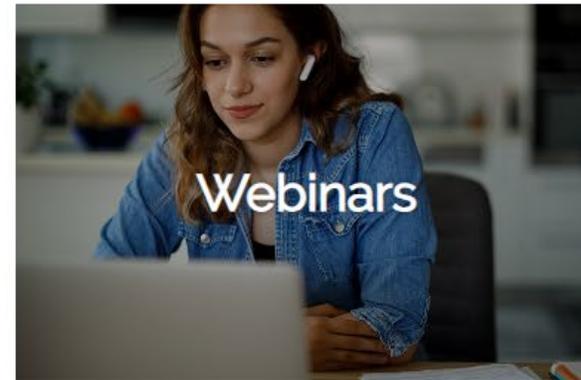
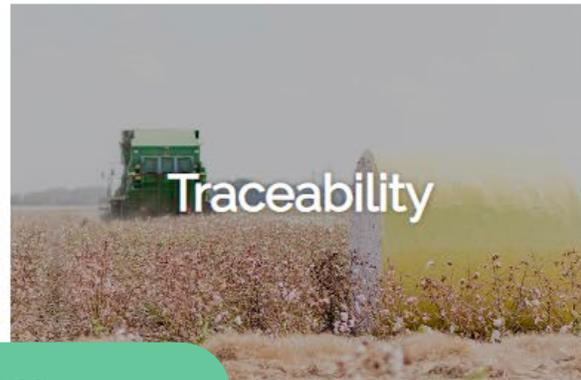


Technical Education

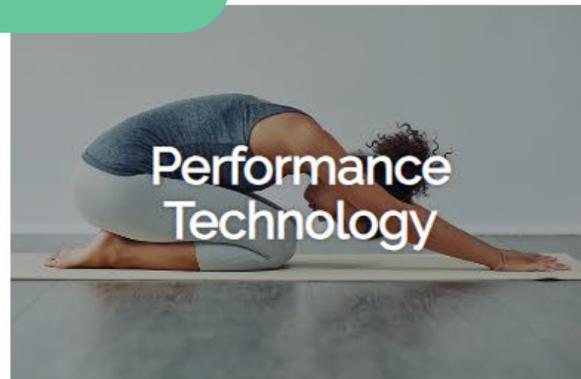


Sustainability

With hundreds of easily searchable resources, we're your go-to textile tool for discovering what's possible with cotton.



[cottonworks.com](https://cottonworks.com)



  @cotton\_works

# Markets for Cotton Fiber

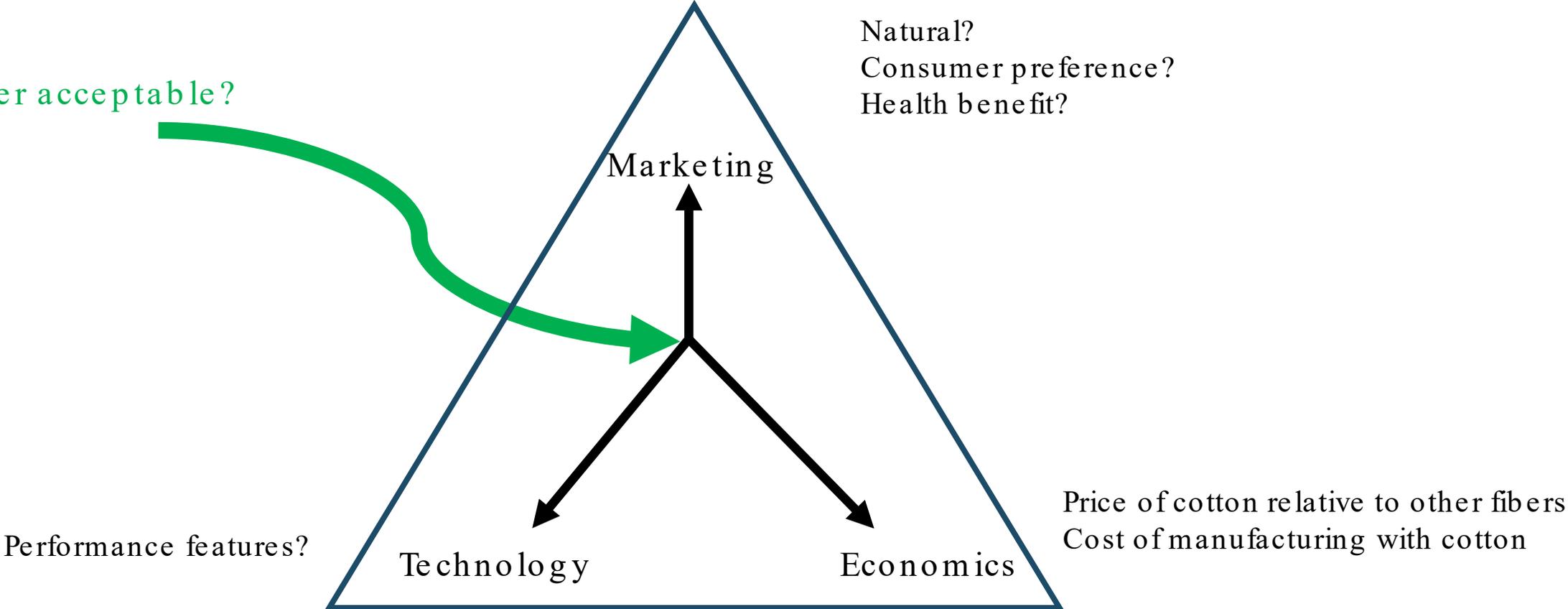


Sources: Industry estimates; Getty Images

# The Fiber Decision Process for Brands, Retailers, and Manufacturers

Which fiber should I use in a product?

Is the fiber acceptable?

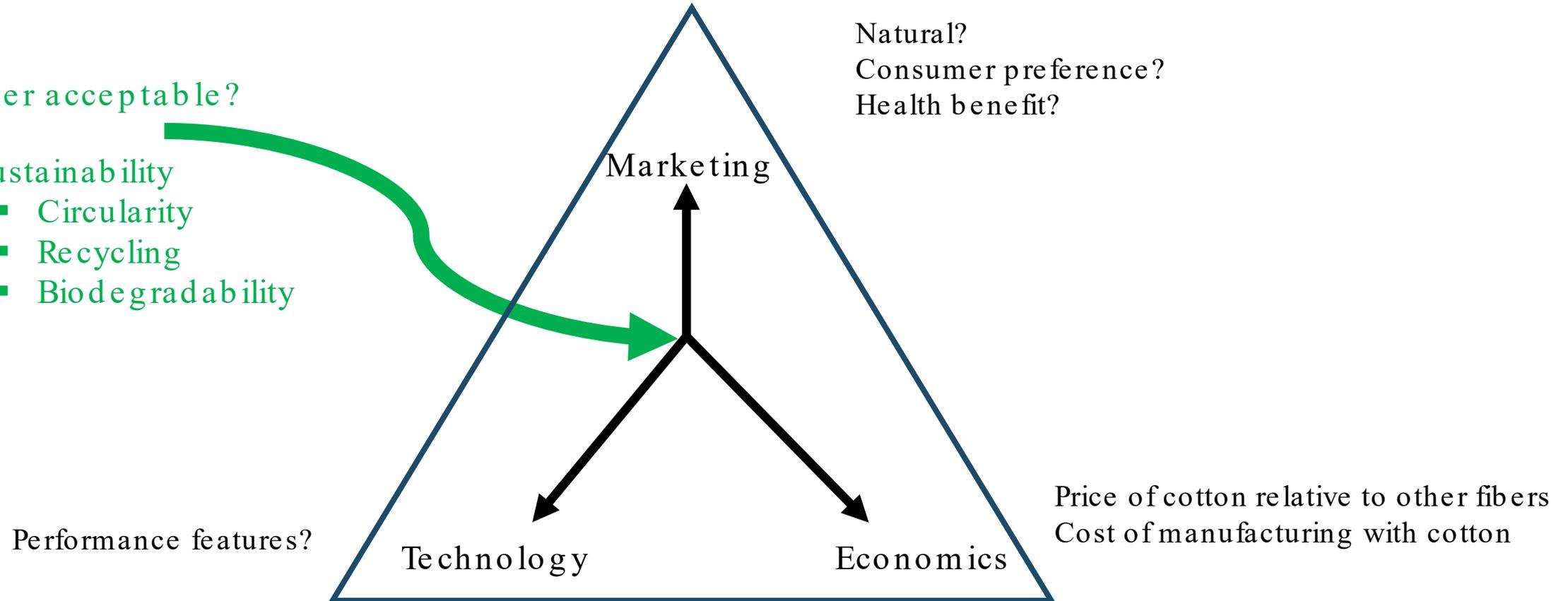


# The Fiber Decision Process for Brands, Retailers, and Manufacturers

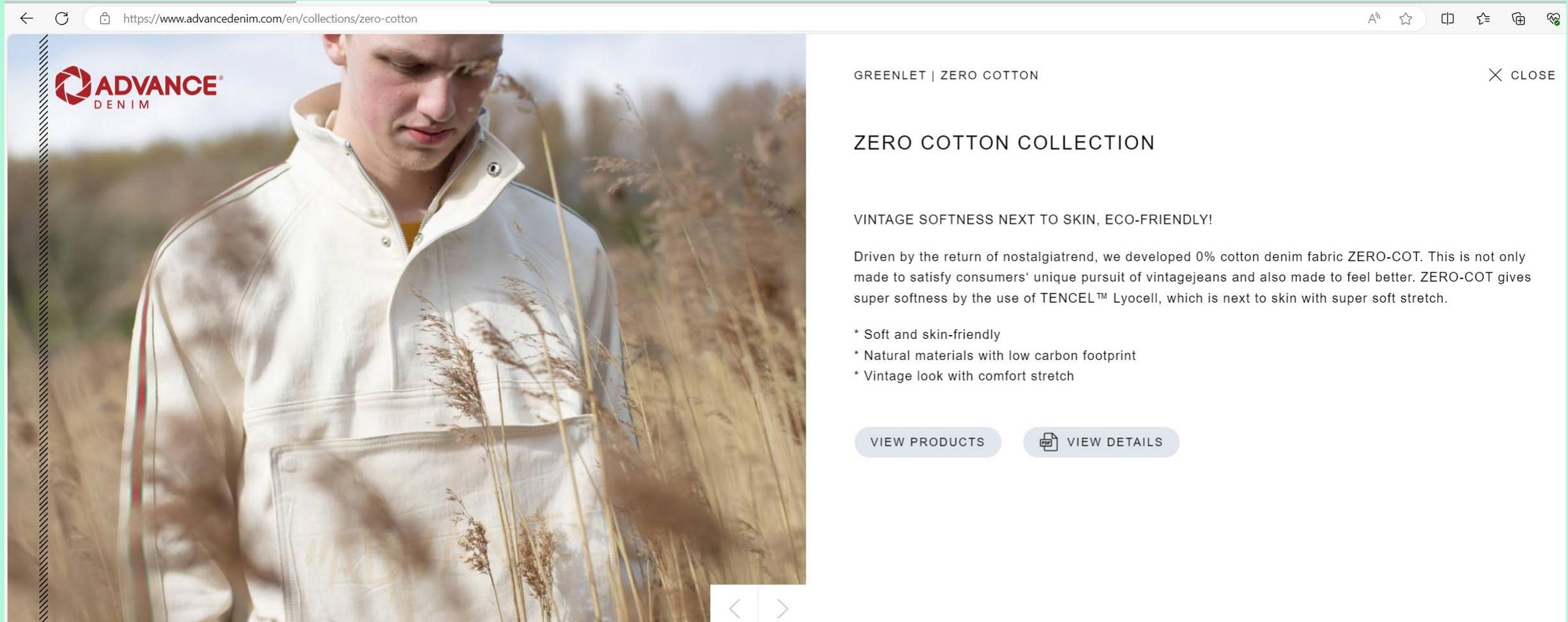
Which fiber should I use in a product?

Is the fiber acceptable?

- ☐ Sustainability
  - Circularity
  - Recycling
  - Biodegradability



# The Sustainability Challenge is a Challenge to Cotton's Use in Products



← ↻ 🔒 https://www.advancedenim.com/en/collections/zero-cotton

ADVANCE DENIM

GREENLET | ZERO COTTON

✕ CLOSE

## ZERO COTTON COLLECTION

VINTAGE SOFTNESS NEXT TO SKIN, ECO-FRIENDLY!

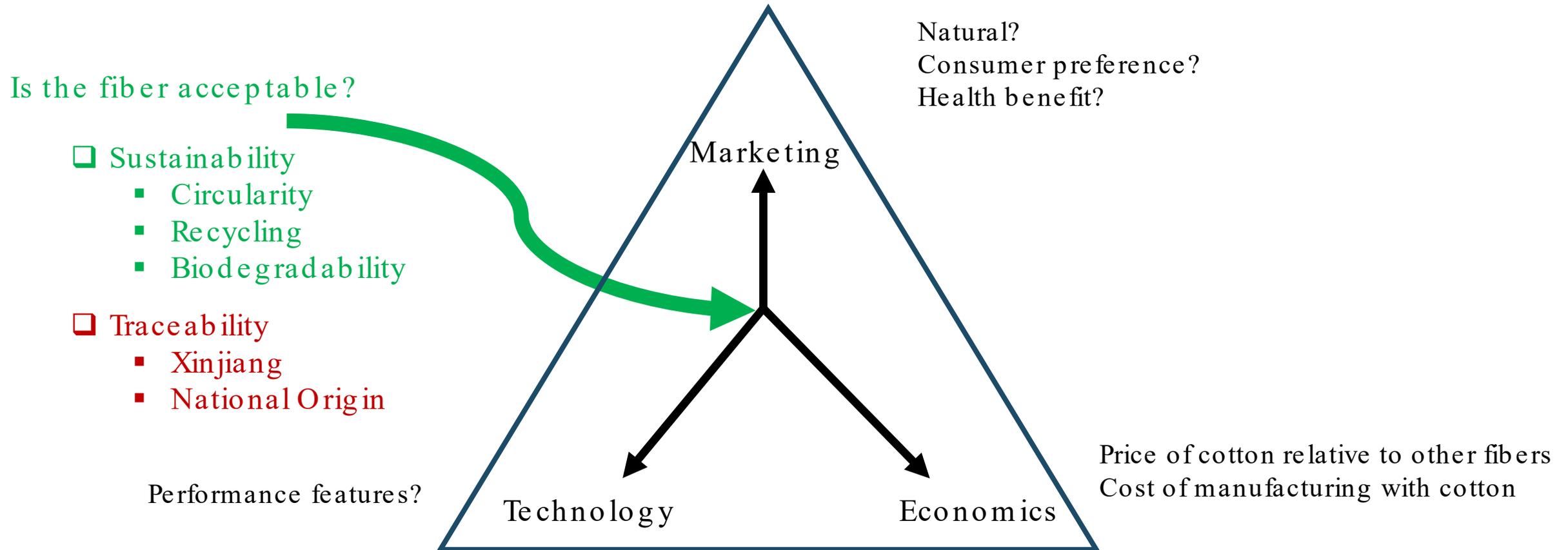
Driven by the return of nostalgiatrend, we developed 0% cotton denim fabric ZERO-COT. This is not only made to satisfy consumers' unique pursuit of vintagejeans and also made to feel better. ZERO-COT gives super softness by the use of TENCEL™ Lyocell, which is next to skin with super soft stretch.

- \* Soft and skin-friendly
- \* Natural materials with low carbon footprint
- \* Vintage look with comfort stretch

[VIEW PRODUCTS](#) [VIEW DETAILS](#)

# The Fiber Decision Process for Brands, Retailers, and Manufacturers

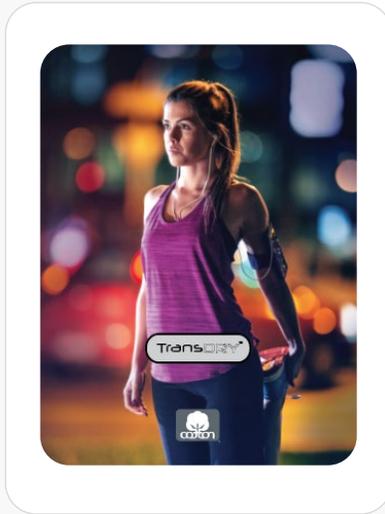
Which fiber should I use in a product?



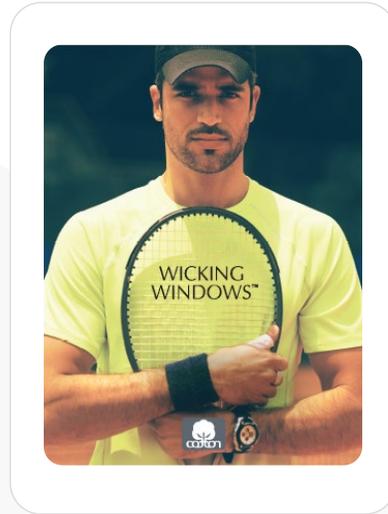
# Performance Technologies



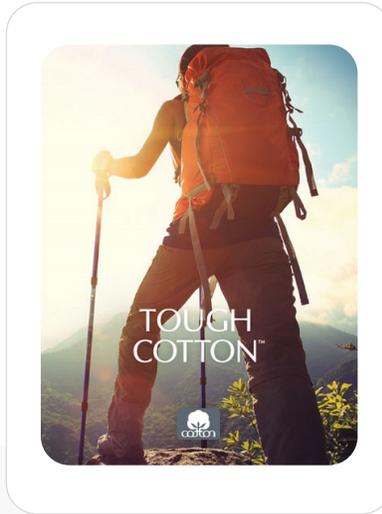
Water  
Repellency



Moisture  
Management



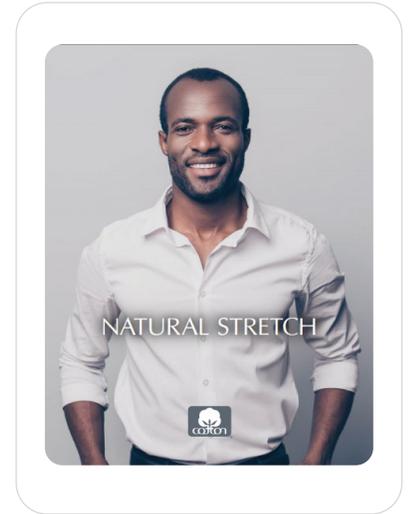
Moisture  
Management



Enhanced  
Durability



Wrinkle  
Resistance



100% Cotton  
Stretch

# TOUGH COTTON™ TECHNOLOGY

INCREASES STRENGTH WITH  
PROPRIETARY, DUAL PROCESS  
TREATMENT.



Untreated Cotton Fabric



TOUGH COTTON™ Fabric

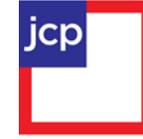


ASTM D4966 – Modified Martindale Abrasion Test – 300 cycles, Twill Fabric

- 80% of parents feel that durability and quality play an important role in purchasing decisions for children's clothing
- 58% believe that "good quality" means durable or long-lasting, 23% believe it means good or strong fibers and materials, and 12% believe the garment was made well
- 58% say that quality and durability (49%) are very important in their clothing purchase decisions
- 77% say that better quality garments are made from all-natural fibers such as cotton

Durability = Sustainability

# TOUGH COTTON™ TECHNOLOGY







Tens of Millions of units of STORM COTTON®, WICKING WINDOWS® and TOUGH COTTON® technology products





REStech COTTON™

THE FUTURE OF  
COMFORTABLE, DURABLE  
AND SUSTAINABLE COTTON  
SHEETING TECHNOLOGY

# RESTECH COTTON™: REVOLUTIONIZE SLEEP WITH COMFORT AND SUSTAINABILITY

- **Quick-Drying & Cooling:** 50% faster drying than rayon, perfect for hot sleepers.
- **Built to Last:** Withstands frequent launderings, outperforms polyester and rayon.
- **Touch of Luxury:** 40% softer than standard cotton sheets.
- **Sustainable:** 100% natural, biodegradable.



I WILL **SAY NO**  
TO PLASTIC'S  
**BIG 4**



BOTTLES



BAGS



STRAWS



CUPS



# Markets for Cotton Fiber



Sources: Industry estimates; Getty Images

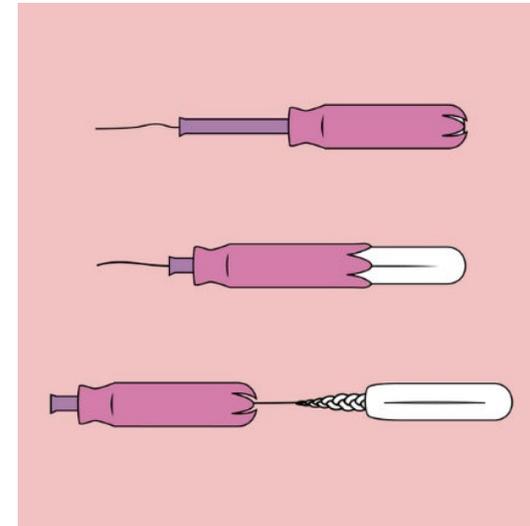
# Opportunities for Cotton



Trend toward Reusables

Diapers and pads

Period Products



# Cotton Product Opportunities



## BREAKING NEWS

# Nike Introduces Period Shorts

*One Leak Protection is available in Nike One Short silhouette*



06.14.23



In April, **Nike** introduced the One Leak Protection: Period Short, which is available in the Nike One Short silhouette. The shorts feature Nike Leak Protection: Period, an ultrathin, absorbent liner that helps protect against period leaks, to help expand sport and movement for the next generation, so teens and adults can continue doing what they enjoy with peace of mind.



The proprietary material technology went through significant validation and wear testing, creating a new Nike-innovation-backed solution to provide added protection. Nike designers created and tested more than 30 prototypes to find the just-right fit for movement and comfort.



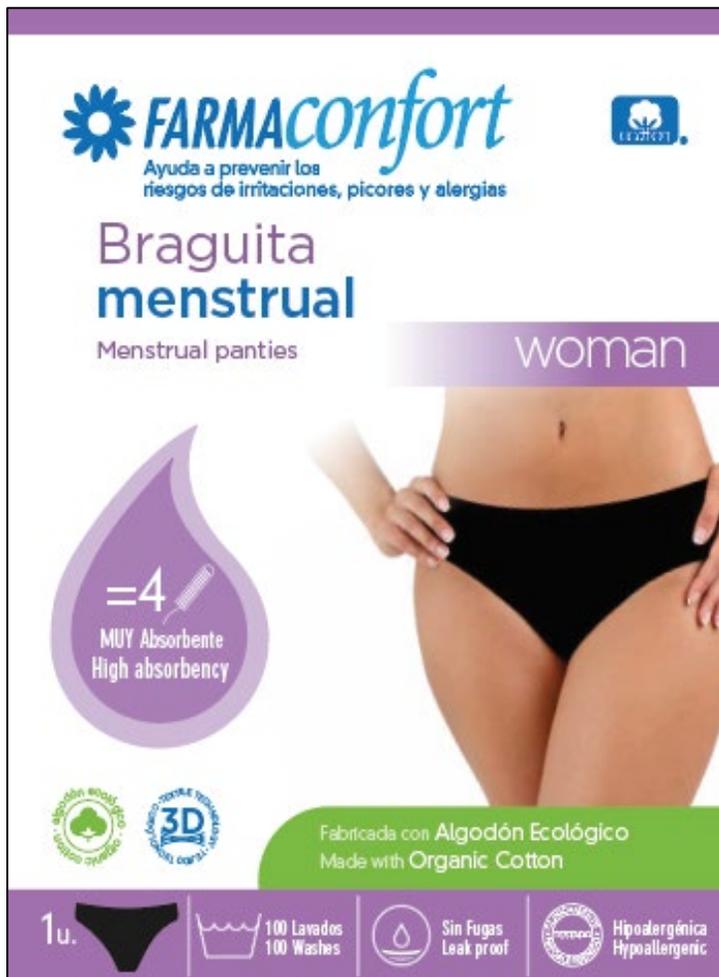
"Fear of bleed-through is real – and not just through the teen years, but through the entire journey of menstruation," says Lisa Gibson, Senior Project Manager, Nike Apparel Innovation, and a key player in developing this new innovation. "Nike Leak Protection: Period is for people with periods across all life stages, designed to give them an added layer of confidence so they can feel secure during all forms of sport and movement. It's an innovation that we believe will

# COHITECH

Cotton High Tech S.L.



- Cotton is highly desirable for the emerging period and incontinence markets
- Hypoallergenic, breathable, non-irritating



# Cotton Circularity



# Marketing Cotton's Afterlife

## DIVE BRIEF

### **Diesel and Lee collaborate on recycled denim capsule**

The four-piece collection launched globally last week and features jeans made from unsold fabric sourced from both brands' stock.

Published March 11, 2024

The jeans cost \$350 each and are available in select Diesel and Lee stores and on each brand's e-commerce sites



A pair of denim jeans from the Diesel collaboration with Lee. Courtesy of Diesel Loves Lee

# Natural Cotton Living

## Bedroom

- Sheets
- Blankets

## Bathroom

- Towels
- Feminine Hygiene
- Cosmetics
- Lotions
- Toothbrush
- Bathtub

## Kitchen

- Dish towels
- Place mats
- Tablecloths
- Disposable wipes
- Cups/Mugs
- Dishwasher acoustic insulation
- Ice Cream
- Cottonseed oil

## Family Room

- Rugs
- Upholstery
- Pillows
- Picture Frames
- Switch plates
- TV screens

Natural  
Biodegradable  
Recyclable  
Renewable

Soil



# COMPOSTING AT CORNELL

Images: courtesy of Cotton Incorporated research at Cornell, photographed by Insights International, Inc.

# 100% cotton



1 month in hot compost

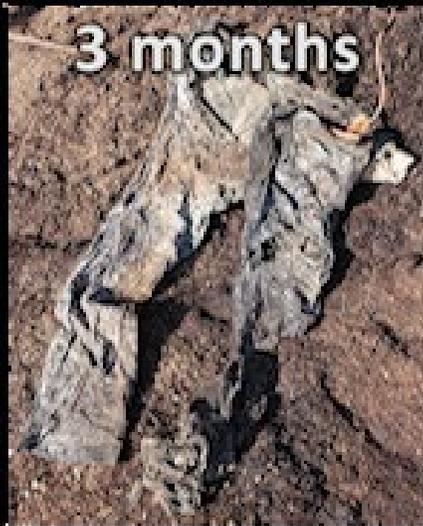
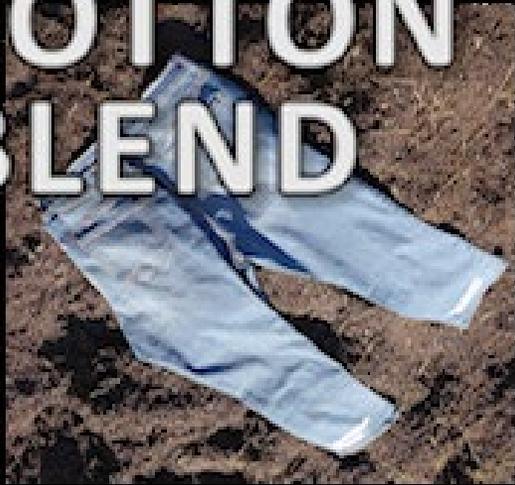


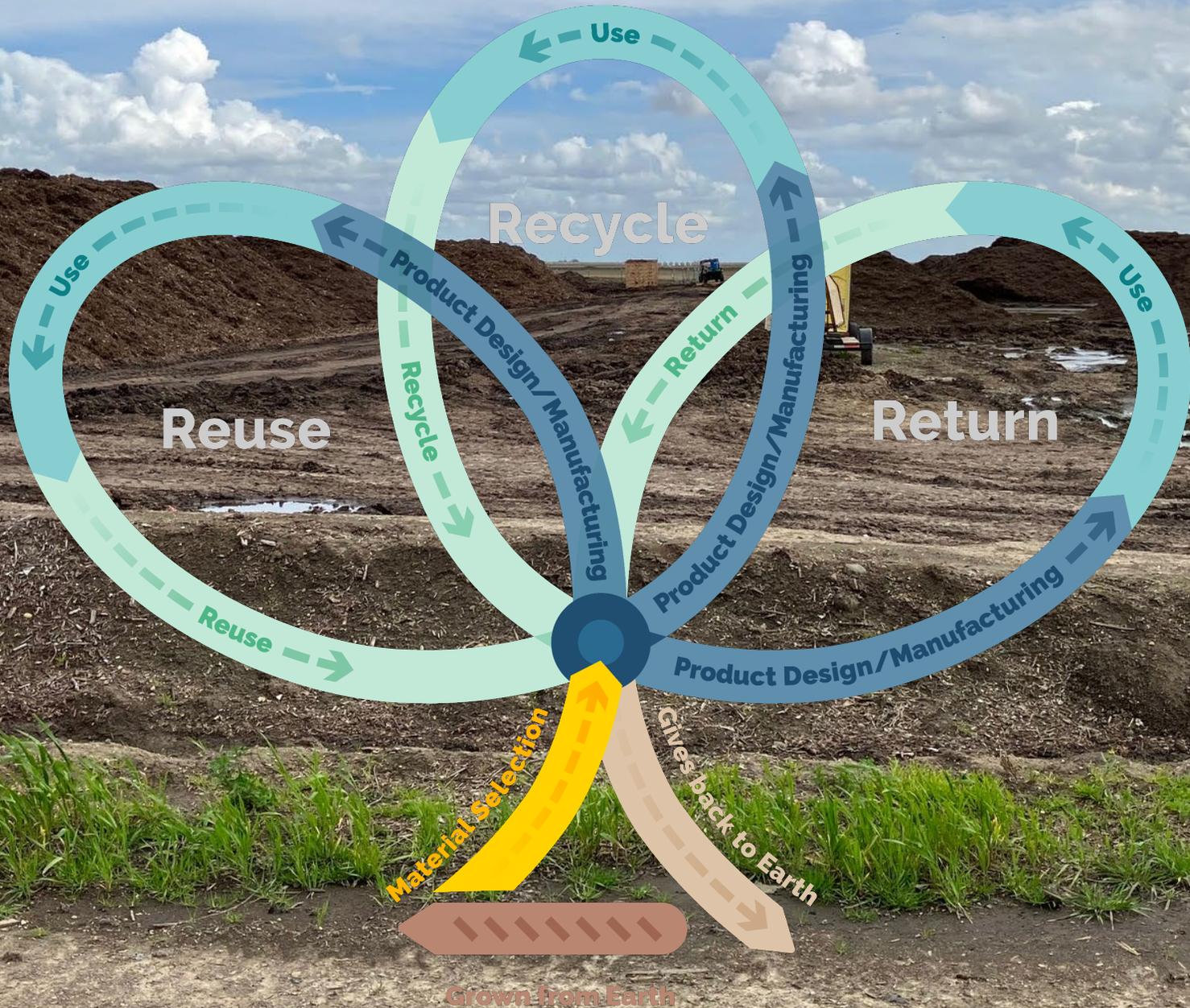
3 months



4 months

# COTTON BLEND





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