SUCCESSES AND CHALLENGES OF MARKETING SUPIMA COTTON

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PERCEPTION OF COTTON

**Favorable**
- Positive global perception
- Natural
- Soft
- Comfortable
- Durable

**Unfavorable**
- Not new
- Not technological
- Death fiber
- Lacking performance
CHALLENGES FOR COTTON

- Weather
- Price – Volatility
- Competitive man-made fibers
- Overcapacity of man-made fibers
- Subsidization
1911 – PIMA IS BORN
SUPIMA COTTON

AMERICA'S SUPERIOR PIMA

Grown exclusively in the western and southwestern U.S., the quality, softness and strength of Supima cotton are unmatched. Only 3% of the cotton grown each year is worthy of the Supima name.

AND WE CARRY OVER 300 SUPIMA STYLES AT LANDS' END.
WHY SUPIMA IS SUPERIOR

IT'S SOFTER
Supima's extra long fibers create a naturally softer, finer fabric than standard cotton. These fabrics are more lustrous to the eye and more luxurious to the touch.

IT'S STRONGER
Supima's longer fibers allow it to be spun tighter, creating finer yarns. Finer yarns can be woven tighter, creating a more durable fabric that's less prone to pilling.

IT'S MORE COLORFUL
Supima's fiber density allows it to absorb dyes more evenly, creating richer, more saturated color that stays bright and vibrant longer.
SUPER SOFT Supima® cotton is elegant yet easy, with t-shirts perfect to base your outfit around. Wear with jeans for an everyday outfit.
ONE OF THE WORLD'S FINEST COTTONS

Supima® cottons is exceptionally soft, strong and holds colour more than any other cotton. This is because the fibres of Supima® cotton are longer than that of regular cotton. The longer fibres of Supima makes it much more resistant to pilling.

Grown only in the US, Supima® is an exclusive cotton which accounts for approximately 3% of all cotton grown in the United States. Here at UNIQLO, we use Supima® for select items within our basic ranges - from short sleeve T-shirts and vests for women to boxers and socks for men; enabling man and woman to experience the softness of Supima every day.

Our men’s Supima® range of t-shirts are the perfect base to build your outfit around, wear with jeans or sweat bottoms for an everyday outfit. A selection of our socks and underwear also feature Supima® for all day, everyday comfort.
SUPIMA SHIRTS
STARTING FROM $12.90
3 REASONS TO LOVE SUPIMA

SOFTER
Lustrous, longer-length fibers mean that it remains soft.

BRIGHTER
Absorbs dye evenly, ensuring vibrant long-lasting color.

STRONGER
Its strength and durability mean less pilling and shrinkage.
AN AMERICAN ICON RETURNS

Our Original Polo Button-Down Oxford

The shirt that started a revolution in men'swear started at Brooks Brothers, and we've brought it back home along with authentic details. It's made from long-lasting oxford cloth that gets better over time, and we've restored the signature rolled collar softening it with the placket and cuffs for added comfort. Fittingly, each shirt is made in our North Carolina workrooms from American-grown Supima® cotton—just what you would expect from the Original American Brand®.

Visit our online magazine to learn more about the making of our icon.
SUPIMA LICENSEES

• Licensed supply chain inclusive of spinner through to the brand/retailer
• All U.S. grown American Pima is eligible to labeled as SUPIMA®
• Over 370 licensees
• 39 countries
SUPIMA DESIGN COMPETITION
DNA AUTHENTICATION