

SUPIMA®

WORLD'S FINEST COTTONS

AMERICAN GROWN | SUPERIOR | RARE | AUTHENTIC

THE LUXURY COTTON
FOR PREMIUM FASHION
APPAREL AND HOME

DECEMBER 2017

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STAY CONNECTED



joy

It's been an incredible year for American-grown Pima cotton and all of our partners around the world. We've seen tremendous strides in all areas of our business. From the record number of new licensees, to a banner year in sales, to our continued growth in the international markets, Supima continues to build demand and excitement around the world.

We have been diligent in our efforts throughout the year to ensure that Supima cotton continues to exemplify its status within the rarified top 1% of the world's cottons. Several key highlights from this year reinforce the organization's hard work to increase the global footprint of Supima cotton.

We started 2017 by introducing our exciting new website at SUPIMA.COM. The goal was to create a unified platform where consumers and the industry can converge and engage on all things Supima. Whether it's learning about our brand partners and where to buy products made with Supima or researching our extensive licensing base, SUPIMA.COM has become our digital meeting place to bring together the global Supima community.

2017 also saw the introduction of the latest fruition of Supima's consumer driven advertising campaign. Working exclusively with *The New York Times Magazine*, Supima partnered with a select group of premium millennial brands including Stance, Casper, 3x1 and Everlane with the purpose of reinforcing the

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Supima's Incredible Year

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premium benefits of our cotton to the next generation of consumers.

Our retail partners continue to play a significant role in creating excitement around their Supima made products, both on the sales floor and online. Brands, such as Lands' End and Macy's, continue to build out Supima specific pages on their website that showcase videos and detail why American-grown Pima cotton is a very special breed of cotton. Brooks Brothers' annual spring promotion with Supima was the largest effort to date. With new product launches timed for the promotion, window displays across the country, multiple social media programs and the Grand Central Station Domination, this year's program was the most aggressive and successful joint promotion ever.

This year also marked a very important milestone for Supima, the 10th Anniversary of the annual Supima Design Competition and the third consecutive year showcasing the SDC collections during Paris Fashion Week. The Supima Design Competition has enabled Supima to take a leadership role within the global fashion industry by introducing a talented group of recent design graduates to the fashion world while showcasing the quality and flexibility of Supima cotton for fashion. What started as a small presentation in New York with a few participating design schools ten years ago, has grown into a full-blown fashion show during New York Fashion Week with participation from seven of the leading design schools and an exclusive showcase during Paris Fashion Week resulting in extensive press coverage from around the world.

As 2017 comes to a close, the entire Supima organization would like to take this opportunity to thank all our growers and licensed partners and wish the entire Supima community a happy and healthy holiday season.

Season's Greetings



Everlane Unveils New York City Store

Just in time for the holiday shopping season, ecommerce brand Everlane has opened its first brick and mortar retail location in New York City. Founder Michael Preysman launched Everlane in 2011 with the idea of offering consumers premium products with a transparent shopping experience. Six years later Everlane has grown into a true lifestyle brand for men and women.

On December 2, Everlane opened the first of two stores on Prince Street in New York City's Nolita neighborhood, with its second location planned for early 2018 in San Francisco. The physical store allows Everlane to engage with both existing and new customers in real, tactile way, giving consumers the opportunity to experience the brand's identity.

With holiday shopping in full swing, Everlane is offering shoppers the opportunity to shop the brand's latest arrivals and their top selling items. Additionally, Everlane has an integrated I.D. system that allows customers to return in store, shop walletless and apply any existing credits to their purchases making for a truly seamless transition from online to in-store.

If you find yourself in New York be sure to stop by the new Everlane store for those last minute gifts located at 28 Prince St., New York 10012.



American Comfort

Built on the idea of crafting the world's best mattresses and bedding, WRIGHT has been disrupting the traditional bedding industry with its philosophy of American made, premium bedding and superior customer service. WRIGHT knows how important the sleep experience is to consumers and is dedicated to sourcing quality elements that are made in USA with the purpose of reinforcing the idea that your bedroom is the most important room in life. See first-hand what makes WRIGHT's American Cotton Duvet set, crafted with American-grown Supima cotton, so special. Shop the full collection of WRIGHT's mattresses and bedding at www.wrightbedding.com



Supima SDC Kingpins

On November 29 denim innovators from across the globe descended on New York City for KingPins NY. The two-day event held at Basketball City, in lower Manhattan, featured roundtable seminars, trend reports and some of the world's leading denim manufacturers showing the latest innovations in denim fabrics and trends. Supima cotton was front and center during the show with its Supima Design

Competition exhibition. The curated collection of denim designs from SDC finalists was an opportunity for Supima to show denim mills, product developers and designers the strength and versatility of American-grown Supima cotton.

"We felt that KingPins was the perfect venue to showcase the talented finalists from our annual design competition and present couture

runway designs, all produced from Supima cotton denim that would inspire the industry," says Supima's VP of Marketing & Promotions, Buxton Midyette.

KingPins has been producing the exclusive, by invitation-only, denim fabric show for close to 15 years and has grown into a global show with events in Hong Kong, Amsterdam and the USA.

'Tis The Season

We know the challenges that come with buying all those holiday gifts. Between your busy schedule and deciding what to buy for everyone on your list, it can be a daunting endeavor. Whether you are shopping for mom, dad, a sibling or that special someone in your life, give the gift of SUPIMA®. From soft cotton tees to stylish button-down shirts to luxurious sheet sets, our go-to gift guide for the holidays is your one-stop list for buying the perfect gifts from the leading brands at retail.


Brooks Brothers



THE SEASON OF GIVING WITH BROOKS BROTHERS

Whether it's Brooks Brothers' performance polo for him or their oxford button down for her, these made with Supima cotton classics should be on the top of your list no matter who you are shopping for. Available in both long-sleeve and short and in a variety of colors, the Brooks Brothers performance polo is made with 100% America-grown Pima cotton making them softer than ever.

For the stylish woman in your life that has everything, you won't go wrong with the Brooks Brothers Women's Oxford. This soon-to-be classic is crafted with premium Supima

cotton and made in the U.S.A. The feminine fit and detail, like the elegant mother-of-pearl buttons and contrast collar and cuffs will make this shirt a go-to piece in her wardrobe.

From free standard shipping through December 18th, to a free \$25 e-gift card with a purchase of \$150, Brooks Brothers is ramping up the shopping experience this holiday season. And don't forget... it's the season of giving so make sure to join Brooks Brothers in supporting St. Jude Children's Research Hospital.

Shop Brooks Brothers and Supima this holiday season at www.brooksbrothers.com.



HOLIDAY SHORT LIST

We love it when one of our brand partners is featured in the press and just in time for the holidays, L.L. Bean made the cut in this year's New York Times Holiday Gift Guide.

The must-read, annual gift guide features plenty of options based on interests and price. L.L. Bean's 100% Supima cotton sheet is featured on the list of gifts for home and design. Offered in several mattress sizes, these sheets are made with premium, grown in the USA, Supima cotton. The cool, crispness of these sheets is only surpassed by the extra-long-staple cotton's strength and durability. The Premium Supima Flannel Sheet Collection by L.L. Bean makes for the perfect addition to any bedroom.

With only 9 days left to ensure you receive your order by Christmas, be sure to visit www.llbean.com and place your order now.



TWELVE DAYS OF GIVING WITH MICHAEL STARS

It's the time of giving and Michael Stars is making it easy for you this holiday season. The philanthropic fashion brand has once again partnered with four charitable organizations to give back to. Not only will you receive 10% off your order, but Michael Stars will contribute 10% of your purchase to the charity of your choice. Simply pick the charity and enter the corresponding code at checkout.

To streamline the shopping experience this holiday season, Michael Stars has curated a list of fashion and accessories for everyone on your list, including an extensive selection of premium t-shirts made with American-grown Supima cotton.

Be sure to place your order online by December 12th to get your gifts in time for Christmas!

Visit www.michaelstars.com to shop now.



YOUR ONE-STOP HOLIDAY SHOP

Get ready to check off more than a few names from your holiday shopping list with Uniqlo. Whether it's for him or her, Uniqlo has all your Supima made products available at the click of your mouse. The fast fashion retailer answers the call this holiday with their wide selection premium t-shirts, women's stretch button-down shirts, innerwear for him and for her, and the ultimate selection of socks, all at prices that will be kind to your wallet.

If you want to take advantage of Uniqlo's free standard shipping be sure to order online by December 14th to receive by Christmas. Uniqlo is also offering all of its shoppers that spend \$75 or more a free loop scarf.

Happy shopping at www.uniqlo.com



Supima is excited to introduce our new licensees for the month of December. 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.

- Downlite International, Inc. (USA) - Distributor, Importer/Exporter, Manufacturer - Home Textiles
- Feyre Home (Australia) – Brand - Home Fashion

Be sure to visit our supplier page for a full list of licensed companies, WWW.SUPIMA.COM

All In the Family
**December
Update**



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

SUPIMA®

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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>