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## **New Partnership sees Australian Cotton commitment by children's brand Cotton On Kids**

A new partnership between Cotton Australia and Cotton On Kids featuring cotton growing families has been launched recognising the quality of Australian-grown cotton, considered among the best and most sustainable in the world.

Cotton On Kids, a major children's clothing brand and part of Australia's largest global retailer Cotton On Group, has committed to using quality Australian cotton to produce more than four million items of children's clothing.

In launching Australian grown cotton into the brand's raw materials portfolio, Cotton On Kids is also telling the stories of two cotton farming families from Emerald, in Queensland's Central Highlands region, who were filmed in the field earlier in the season.

Aaron and Carly Kiely along with Laine and Lucy Thomson, and their children, will feature in a series of in-store and online promotional material connecting consumers with where their cotton clothing started out in the field.

Cotton On Kids Head of Customer Marina Berber said of the range "We couldn't be more excited about the launch of this new range, it's something we have been dreaming about and planning for some time now and we can't wait to bring it to our customers.

"Cotton On Kids is all about making a positive difference in the lives of not only our customers, but the people around us and we know that this new range featuring cotton grown right here in our backyard is going to be something they love."

Cotton Australia's Cotton to Market Supply Chain Consultant Brooke Summers was proud to welcome Cotton On Kids to the team.

"We are thrilled to be working with Cotton On Kids to source sustainable cotton for their kids' collection. We've been working with the group since Cotton to Market began on a range of issues like Better Cotton and circularity and the time is now right to make the partnership official recognising their strong commitment to Australian cotton fibres," Brooke said.

"The Cotton On brand is a perfect fit with Australian cotton because they have a long-term plan and they want yarns and fabrics that are sustainably grown by trusted farmers. Australian cotton farmers certainly tick those boxes," she said.

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