

Why do fashion designers choose Australian cotton?



Clockwise from left: Sussan, Madi & Pip, Country Road.

Cotton characteristics and properties for *fashion design*

Characteristic

Benefit for fashion design

Absorbent Great for dyeing and print design, as cotton takes colour well and remains vivid for a long time.

Hypoallergenic

Soft

Does not produce static electricity

Stains can be easily removed

Not easily damaged by sunlight

Breathable

Good conductor of heat

Easy to handle and sew

Durable

Easy care: machine-washable
