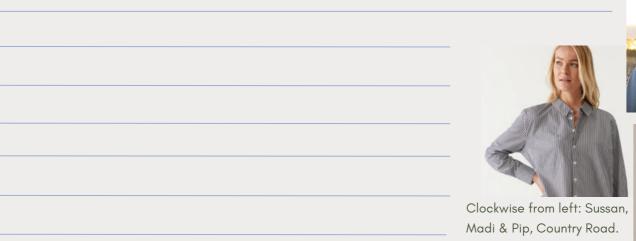
Why do fashion designers choose Australian cotton?



Cotton characteristics and properties for fashion design

Characteristic	Benefit for fashion design
Absorbent	Great for dying 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	