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Micro Cotton readies super-absorbent towel collection

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New York – Micro Cotton Inc. will unveil its new super-absorbent Amaze towel collection during New York Home Fashions Market, which begins Sept. 28.

The Amaze towel provides double the absorbency of similar constructions available in the market, according to the manufacturer. Woven with a cashmere-like texture, it features a unique pile construction for very low lint and pill.

At the market, Micro Cotton is segmenting its product introductions into various lines to address to specific markets, including: Essential, Signature, Spa, Elements and Limited Edition. Each line carries its own signature design elements along with current styles, trends and color palettes.

As with all Micro Cotton towels, the new products are made with extra-long staple cotton and the brand's color-lock technology, which helps colors resist fading for up to 30 washes.

Micro Cotton's showroom is located in Suite 1510 at 295 Fifth Ave.

