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Industry News

Micro Cotton Introduces Annur Cotton Collection At March N.Y. Market

Micro Cotton continues its tradition of high-quality textiles with the introduction of its Spring 2017 towel collection. The new product line, Annur Cotton, debuts during New York Home Fashions Market Week in New York City, beginning on Mar. 14, 2016, in its showroom at 295 Fifth Ave., Suite 1510.

The distinguished origin of the Annur Cotton towel endows it with an ethereal feel and silky touch. Woven with rare extra-long staple Annur Cotton of Suvin lineage, these towels offer a rejuvenating soft touch and plush texture.

"The collection was conceived with the desire to evolve and expand the concept of luxury and design for a complete bath experience for our consumers," says Vikram Krishna, director of Micro Cotton. "We are very excited to unveil the new towel line at this year's New York Home Fashions Market Week to showcase Micro Cotton's continued innovation and dedication to producing quality products."

For more information, please visit Micro Cotton online at microcotton.com.