



LDB Interior Textiles (Online)
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When Brand Matters
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*An exploration of who's branding what today
and why*

Brand building is going strong in home fashions today on several levels. Of course, brands provide consumers with a clear understanding of a philosophy, style and quality that they can come to trust and rely on. For suppliers, brand building has meaning on several levels: collaborating with outside entities on licensed lines, developing in-house brands that reflect a distinct style or have appeal for a targeted audience, and promoting the company itself and its capabilities as a brand.

Following are details on a variety of new branding efforts undertaken by leading suppliers.



Micro Cotton: New Annur & Hotel Collections Owned by Sharadha Terry Products Ltd. based in Coimbatore, India, the Micro Cotton® brand continues to develop new cotton bath products. The Spring 2017 Collections include the new line called Annur Cotton (below). The towels are woven with rare, extra-long staple Annur cotton of Suvin lineage and distinguished by a soft hand and plush texture. Micro Cotton's Hotel Collection (above), created exclusively for Macy's, also enjoys a new introduction—a softer extra-long staple cotton towel that is 15 times more absorbent than those in the original Hotel Collection.

The Micro Cotton® in-house brand is owned by manufacturer Sharadha Terry Products Ltd. based in Coimbatore, India. Micro Cotton thrives on innovations in cotton processing and construction that keep its towel lines fresh and evolving. Two new lines debuted last month.

Annur Cotton towels are woven with rare extra-long staple Annur Cotton of Suvin lineage that offers a 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.

The Hotel Collection Micro Cotton line, available exclusively at Macy's, has a new upgrade with ultra-soft bath towels, bath sheets, washcloths and tub mats offered in more than 20 colors. This next generation of the line is the first update to the collection since 2001. The new products are made with special, extra-long staple cotton and constructed using proprietary weaving and processing techniques. The bulky-but-not-heavy towels are 15 times more absorbent than those in the original collection.

Resources

- Linum Home Textiles LLC, 201-933-0300, linumtowels.com
- Micro Cotton, +91 (4254) 223450, microcotton.com
- Natco Home Fashions, 401-828-0300, natcohome.com
- Regal Home Collections, 212-213-3323, regalhome.net
- Revman International, Inc., 212-894-3100, revman.com
- SL Home Fashions, 323-587-0800, slhf.com
- Surya, 877-275-7847, surya.com
- VCNV Home, 212-213-1828, vcnvhome.com