



**Home & Textiles Today (Online)**  
**June 14, 2016**

## **Micro Cotton creates new collection for Dillard's**

### **Noble Excellence Elite towels exclusive to the retailer**

*Home & Textiles Today Staff -- Home Textiles Today, June 14, 2016*



New York – **Micro Cotton**, manufacturer of luxurious home and hospitality textiles, has launched the Noble Excellence Elite towel collection exclusively at **Dillard's**.

The line includes ultra-absorbent and plush wash cloths, hand towels, bath towels and bath sheets. It is available in 22 colors. Prices range from \$8 to \$35.

The towels were designed using extra-long staple cotton and a proprietary processes to stay softer longer with minimum lint and pill even after several washes.

"The new Noble Excellence Elite Towel Collection is the perfect fusion of breakthrough technology and superior comfort," said Vikram Krishna, director of Micro Cotton.



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