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Micro Cotton Develops Elite Towel Collection for Dillard's The new line is said to be more absorbent and durable



LITTLE ROCK, Ark.—Micro Cotton has developed an exclusive, 22-color towel collection for Dillard's, based here.

The Noble Excellence Elite Towel Collection includes wash cloths, hand towels, bath mats and bath sheets that feature Micro Cotton's spinning process that makes them more for absorbent and

durable, even after several washes, according to the company.

The new line is 1.5 times more absorbent than the brand's previous generation towels, Micro Cotton said in a statement.

The towels range in price from \$8 to \$35 and are currently available in stores and on Dillard's website.