



**Home & Textiles Today (Online)**  
**March 4, 2016**

## **Micro Cotton readies new collection**

### **Annur Cotton towels feature a silky touch**

*Home & Textiles Today Staff -- Home Textiles Today, March 4, 2016*

New York – Micro Cotton's newest towel collection is made from a rare cotton grown in the Blue Mountains of South India.

The new Annur Cotton product line is constructed from extra-long staple Annur Cotton of Suvin lineage for a silky, indulgent hand.

"Annur Cotton is an ode to subtle classic style and perfect accoutrement to relax. 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," said Vikram Krishna, director of **Micro Cotton**.

The collection will debut during the New York Home Fashions Market, which begins March 14. Micro Cotton's showroom is located at 295 Fifth Ave., Suite 1510.

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## LATEST NEWS

### Rachel Ashwell concept store opening today

New York – Designer Rachel Ashwell is opening a bijou concept shop here today on the Upper East Side.

### Zara Home looks to Miami for inspiration

New York – Zara Home this morning released a video offering a sneak peek at its spring/summer assortment.

### Revere goes Platinum

Des Plaines, Ill. – The third and fourth generations of family owned-and-operated Revere Mills International Group will be celebrating the company's centennial this month during the New York Home Fashions Market.

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### Protect-A-Bed awarded for graphic design

Chicago – Bedding products innovator Protect-A-Bed has been honor by Graphic Design USA for its packaging.

### Study shows Americans spend \$5 billion to compensate for poor sleep

Alexandria, Va. — American adults spend more than \$5 billion annually trying to compensate for poor sleep, according to new research from the Better Sleep Council, the industry's consumer education group.

### High Point Market announces expanded seminar roster

High Point, N.C. – International Market Centers (IMC) announced a new series of original design and trend-focused programming for the April High Point Market.

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## FEATURED VIDEO

NY Home Fashions Market Spring 2016



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