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NEWS

September 2009

For the latest Supima crop and market information, visit our web site at:

www.supima.com

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Supima In The Front Row With Contest Announcement

When the latest round of runway shows got underway for Fashion Week in New York in early September, the assembled audiences opened their first edition of *Fashion Week Daily* to find an announcement of the forthcoming open call for Supima's next Competition for Emerging Designers.

In case you missed the announcement, here's some of what it said:

CALLING ALL DESIGNERS!

Building on the success of its first two design competitions, Supima will hold an open call for designers from 10 a.m. to 6 p.m. on October 21.

The location?

None other than Bloomingdale's internationally famous flagship store at Lexington Avenue and East 59th Street! Head for the Metro Level (at the base of the downward escalator).

What to bring?

- A sketch of your eveningwear entry for the contest.
- Your design portfolio and CV.
- A garment that you've designed and sewn.

The winning designer will have their garment featured in Bloomingdale's and presented by Supima.



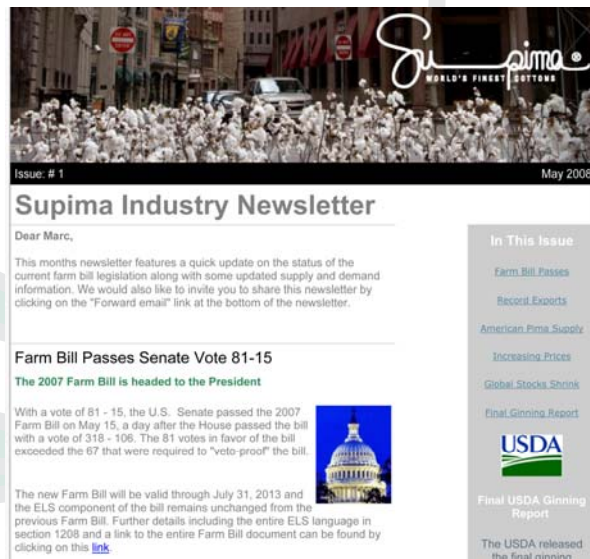
Supima's New Email Newsletters

Supima's email newsletters—yes, there are two—continue to evolve to maximize bringing you the best information in the best and timeliest format.

The images of the newsletter to the right shows the two current version. One newsletter entitled "The Supima Newsletter", provides information on Supima® products and promotional activities along with special features. The other newsletter entitled "Supima Industry Newsletter" will provide production, demand and supply information along with other pertinent news such as the recent activity.

Make sure to sign-up for our email newsletters at <http://bit.ly/8fZMs> to stay current with all the Supima news and receive special updates or announcements as they are released.

Sign-up Today!



Supima Continues To Impress At Première Vision

Supima was present again at the September edition of the [Première Vision](#) (PV) tradeshow in Paris from September 15–18. The show is a twice annual production that is recognized as the single largest show for apparel fabrics in the world.

The Supima booth, with real bales of Supima cotton on display, continues to be a magnet of attention for show visitors.

Supima's booth is part of the [Expofil Hall](#) section of PV which is defined as the fiber and yarn area for PV. (See map below, with red box identifying the Supima booth location.) In addition to the Supima booth, a number of Supima licensees are also immediately present in the Expofil Hall area including [Hermann Buhler/Buhler Yarns](#), [Bros. Eastern](#), [Huafu Group](#), [Karsu Tekstil](#), [Leinefelder Textilwerke](#) and [Somelos Fios, S.A.](#) The location for the



Expofil Hall this year was moved to the front of Hall 5A to a more preferred location as opposed to previously being in the location now occupied by the Indigo Hall. Being in the front of the Hall 5A allows Expofil exhibitors to play a larger role in assisting show visitors with specific sourcing initiatives.

In one of the many adjoining buildings, Hall 6, [Cotonificio Albini S.p.A.](#), another of Supima's many licensees, had a booth displaying their luxury shirting fabrics. A long time user and supporter of Supima, Mr. Silvio Albini, C.E.O., was proud to show off a Supima wedding gown at the entrance to their booth.

Mr. Albini is seen in the photo

above, on the left, along with Supima's President, Mr. Jesse Curlee in front of the featured wedding gown. A free-standing plaque (shown on page 3) beside the gown also proudly called out details about the gown noting the exclusive fabrics from Albini and Supima cotton being noted as "the purest in the world, and ideal for the production of white shirting fabrics."

The wedding gown was created entirely from Albini's premium Supima shirting fabrics and is an original, one of a kind creation. The gown was created by Israeli-born designer, [Karen Sabag](#) for the January 2009 Supima Competition for Emerging Designers.

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AMERICAN PIMA SUPPLY/USE ESTIMATE

	2005/06	2006/07	2007/08	2008/09	2009/10 *
Beginning Stocks	13	78	141	139	298
Production	630	765	852	431	367
Imports	19	9	6	0	2
Total Supply	662	852	999	570	667
Domestic Use	51	39	36	30	30
Exports	520	672	833	232	500
Total Use	571	711	869	262	530
Unaccounted Stocks	-13	0	9	-10	0
Ending Stocks	78	141	139	298	137
Stocks to Use Ratio	13.7%	19.8%	16.0%	113.7%	25.9%

Released September 11, 2009 by the USDA World Agricultural Outlook Board (WAOB).
Listed in thousand 480-lb. bales

Supima Continues To Impress At Première Vision ... continued

La giovane stilista israeliana Karen Sabag ha creato questo prezioso abito da sposa, realizzato con i tessuti di Cotontificio Albini.

L'abito è stato premiato come "Best in Show" 2009 nel concorso annuale dei giovani stilisti organizzato da Supima.

Supima è l'associazione che promuove il cotone più puro al mondo, ideale per la produzione di tessuti bianchi.

This precious wedding gown, exclusively made out of Cotontificio Albini fabrics,

was created by the young Israeli designer Karan Sabag.

With her creation she won the award of Best in Show in the Supima 2009 competition

For emerging designers.

Supima is the promotional Association of Supima cotton,

the purest in the world and ideal for the production of white shirting fabrics.



As one of the featured designers from the competition, Ms. Sabag was presented with the selected fabric from Albini with which to bring her vision to life. The result was a stunning success and also led to Ms. Sabag to win the

Best in Show award in the competition. (Ms. Sabag also just recently launched her women's wear collection for Spring 2010 on September 13, during the Mer-



cedes-Benz Fashion Week.) The completed designs of the Competition for Emerging Designers were featured during a runway fashion show to close out Supima's Premium Fabric Show PRE-FAB this past January.

Since the economic downturn of late last fall, foot traffic at the previous show

edition in February was considered to have fallen off from previous levels.

However, signs of a recovery were visible during the most recent show with an apparent increase in attendance. International exhibitors and show attendees were well represented.



Important Web Links—American Pima Crop Information

USDA—AMS Pima Spot Price (Daily):

http://www.ams.usda.gov/mnreports/MP_CN011.txt

U.S. ELS Competitiveness Payment Report (Weekly):

http://www.fsa.usda.gov/FSA/webapp?area=home&subject=e_cpa&topic=fta-el

USDA—NASS U.S. Production Estimates (Monthly):

<http://usda.mannlib.cornell.edu/MannUsda/viewDocumentInfo.do?documentID=1046>

USDA—FAS Export Sales Report (Weekly):

<http://www.fas.usda.gov/export-sales/cottfax.htm>

USDA—NASS Cotton Reports:

<http://www.usda.gov/nass/pubs/estindx1.htm#cotton>

USDA CLASSING INFORMATION

By Classing Office: http://www.ams.usda.gov/mnreports/MP_CN104.txt

By State: http://www.ams.usda.gov/mnreports/MP_CN110.txt

AMERICAN PIMA SPOT QUOTATIONS

Staple	Color and Leaf Grade					
	01-1	02-2	03-3	04-4	05-5	06-6
48	98.25	97.75	86.00	67.50	57.00	47.75
46	98.00	97.00	84.00	67.50	57.00	47.75
44	93.00	92.00	79.00	62.00	55.75	47.50
	Mike Range	Differences	Strength Range	Differences	Ext. Matter	Differences
	2.6 & Below	-1350	35.4 & Below	-1050	Prep 1:	-610
	2.7-2.9	-945	35.5—36.4	-800	Prep 2:	-895
	3.0-3.2	-550	36.5—37.4	-550	Prep 3:	-515
	3.3-3.4	-395	37.5 & Above	0	Prep 4:	-835

USDA daily report, September 23, 2009 (2009/10 crop)
Net weights in mixed lots, uncompressed, UD Free, FOB warehouse

AMERICAN PIMA EXPORTS

	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>	<u>2007/08</u>	<u>2008/09</u>	<u>2009/10 *</u>
Belgium	7.8	8.2	14.5	7.1	4.6	6.3	0.2	0.4
Germany	31.6	18.0	5.7	18.3	20.4	16.8	14.5	2.0
Italy	34.0	16.6	6.9	11.2	14.3	10.6	2.1	1.2
Portugal	3.4	2.7	1.6	1.4	4.7	8.6	0.1	0.0
Switzerland	10.1	10.3	6.8	5.6	7.4	8.9	2.2	2.8
Turkey	9.9	1.9	21.5	24.9	6.4	16.5	8.2	0.3
Other	0.2	0.6	0.6	0.6	1.0	4.4	1.0	0.0
Europe Totals—	97.0	58.3	57.6	69.1	58.8	72.1	27.3	6.7
Bangladesh	33.4	20.9	16.2	2.2	11.8	13.7	9.0	5.1
China	63.5	81.9	128.1	246.3	163.6	176.4	57.5	36.4
India	67.1	43.2	76.0	75.0	91.6	146.7	27.2	35.7
Indonesia	68.2	60.4	47.6	41.3	59.4	68.0	20.3	9.8
Japan	82.6	62.5	73.2	44.0	49.8	53.3	14.8	5.1
Korea Republic	7.2	9.3	24.7	10.8	21.8	22.5	4.7	4.6
Pakistan	101.8	93.4	182.6	55.9	113.6	159.0	26.8	9.4
Taiwan	46.3	20.2	59.9	7.6	31.3	29.8	2.9	2.0
Thailand	25.3	17.0	21.1	15.3	22.1	24.1	8.8	4.0
Other	9.4	6.9	21.1	4.2	6.7	18.4	17.1	0.5
Asia Totals —	504.8	415.7	650.5	502.6	571.7	711.9	189.1	112.6
Brazil	1.6	3.1	2.3	3.0	5.5	5.3	2.0	0.1
Canada	0.0	12.1	4.4	0.0	0.0	0.0	0.0	0.0
Chile	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0
Ecuador	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Guatemala	0.0	0.1	1.9	0.5	0.0	0.1	0.8	0.0
Mexico	1.2	2.9	0.9	2.4	0.5	0.3	1.2	2.0
Peru	31.2	28.8	50.2	1.9	13.6	28.2	2.4	4.1
Salvador	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Venezuela	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
W. Hemi Totals—	34.0	47.1	60.0	10.1	19.6	33.9	6.6	6.4
Rest of World	0.1	0.0	0.0	0.0	2.4	14.6	3.8	5.0
World Totals	635.9	521.1	768.1	581.8	652.5	832.5	226.8	130.7

Source—USDA/FAS U.S. Export Sales—September 17, 2009 - Sales listed in thousand 480-lb. bales - * Listed in running bales through September 10, 2009



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