

Europe designs a sustainable future

WITH EUROPEAN COTTON

Press Release - European Cotton Alliance (ECA)

EUCOTTON brings the quality and sustainability of European cotton to the spotlight at Munich Fabric Start

- This initiative, promoted by the European Cotton Alliance to emphasize the environmental and social commitment of the Greek and Spanish cotton sectors, was a highlight of one of the largest textile trade fairs in Europe.
- More than 15 000 buyers and professional visitors had the opportunity to discover the splendid characteristics that put European cotton among the most prestigious materials in the world, as well as programs like the EUCOTTON traceability scheme, which is projecting it into the future.

Munich, 6/9/2024: Over 15 000 buyers and industry professionals were present this week at Munich Fabric Start, one of the most important textile trade fairs in Europe, where they had the chance to discover all the new trends that will shape the Autumn/Winter 25/26 season. And, among the newest and most innovative additions to the exhibitor list, was the **EUCOTTON initiative, which took the opportunity** to promote, for the first time in Germany, the uniqueness of European cotton, both in terms of quality and sustainability.

Created by the **European Cotton Alliance (ECA)**, this initiative brings together the whole cotton chain in the two European producing countries, Greece and Spain, with yet another clear objective: to ensure the **full traceability** of the fiber. A long-time demand of both conscious consumers and fashion brands willing to create more sustainable products, fulfilled thanks to a comprehensive traceability scheme that goes from farm to fashion.

In fact, EUCOTTON's booth was the perfect spot for designers, product managers and fashion makers to discover how, with shorter supply chains, 100% non-GMO seeds and firm social values, European cotton provides the answer to their quest for sustainable raw materials.

Particularly, through a **workshop carried out on Tuesday 3rd by the ECA as part of the influential lecture program of the event**, in which the representatives of the organization (M. Antonis Siarkos, M. Dimitris Polyhronos et M. Vasileios Markou), presented EUCOTTON's innovative approach to creating European, sustainable, high-quality garments that are 100% traceable from farm to store. This was followed by a panel discussion (avec M. Jens Wirth, directeur général de la Bourse du coton de Brême, Mme Michela Puddu, directrice de Gherzi Textil Organisation, Mme Anne Oudard, spécialiste du coton de Cotton Diaries et Mme Laura Pianazza, spécialiste de la mode), exploring the possibilities and synergies between the European cotton industry and the German textile and fashion industry to ensure a more sustainable and conscious production.

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And that's not all: the European cotton producers are adopting **Integrated Pest Management practices** to reduce the use of pesticides, and employing water-monitoring techniques for the **regulated and sustainable use of water**. The entire production cycle is monitored by **strict quality control criteria** set by the European Union, and the **proximity** of the cotton production and processing areas to the European brands reduces the carbon footprint of the final products.

Spanning more than 40,000 square meters and with over 1,000 collections distributed along 8 different areas, Munich Fabric Start is one of the leading events for the textile and fashion industries in Europe, and the best place to come into contact with the German industry. According to Antonios Siarkos, president of the European Cotton Alliance, ***“Germany is a very important market for the EUCOTTON initiative. With its highly skilled professionals and its environmentally-driven brands, we are convinced that European cotton has an important role to play here, and Munich Fabric Start is perfect to begin to build the relationships that will establish it as one of the most sought-after materials in this market in the years to come”.***

In fact, with over 1,400 companies, 120,000 employees and an annual turnover of 32 billion €, according to the Confederation of the German Textile and Fashion Industry, this country is not only one of the biggest players in the fashion market worldwide, but also especially sensitive to sustainability and environmental issues. According to the GfK Consumer Panel Fashion, **69% of German consumers say that environmental and social compatibility are very or fairly important to them when purchasing clothing and footwear**. Which means it is a market perfectly in line with the values of EUCOTTON.

To find out more, visit: eucotton.eu.

ABOUT THE EUROPEAN COTTON ALLIANCE

The European Cotton Alliance (ECA) is a European-level association formed by the active collaboration of cotton producers and industry associations in the European producing countries. Founding members of the Alliance are the Inter-professional Organizations, the Industry and the Manufacturers' Associations in Greece and Spain, accumulating 100% of the cotton sector in Europe.

The **EUCOTTON campaign** is implemented by ECA with the aim of increasing the visibility of European cotton and raising awareness of its sustainable and quality characteristics in several European target-markets. Campaign co-funded by the European Union under Regulation (EC) 1144/2014 – Enjoy it's from Europe.

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