



# [Content]™



## Welcome to [Content]™

A newsletter for the home furnishings industry  
brought to you by Cotton Incorporated

Issue No. 1

HOME

### Welcome to [Content]™, Cotton Incorporated's new home products newsletter.

[Content]™ will be produced several times a year and is available via e-mail subscription. The purpose of this e-publication will be to maintain contact with our industry friends and provide valuable and useful information on the home textile market throughout the year. Within each issue, we hope to share information regarding our research and development efforts for various home products categories, present updated fashion information from our color and trend research travels throughout the world, and share strategic information from our ongoing home market research of consumer attitudes towards cotton, retail audits and analyses of various sources of economic data tied to home products.



Many of you may be wondering why the name [Content]™? In developing the newsletter, we wanted to use one word that would encapsulate the essence of what Cotton Incorporated would be relaying to our subscribers. One of the first things that struck us was that, collectively, the home products we purchase as consumers are the *contents* of our lives and our homes. We also surmised that a common practice for consumers is to look for the cotton *content* when shopping for home products. Most importantly, we hope to fill this newsletter with rich *content* that our industry friends can utilize in their jobs in the home industry! Thus the name, *Content*, was put into action. It's a word that conveys different meanings depending on how it is read or pronounced. In much the same manner, we hope that the information we give you will be interpreted and used in many constructive and useful ways.

We welcome your feedback and hope this endeavor will benefit each and every one of you in your business of cotton home products.

Sincerely,

#### David Earley

Manager, Global Product Marketing

#### Dana Poor

Home Trend Forecaster

#### Jill Gottschalk

Manager, Home Products


Fabric Development / Textile Research & Implementation

#### Melissa Bastos

Manager, Market Analysis

Strategic Planning

Questions or feedback? Please feel free to e-mail us at [contentfeedback@cottoninc.com](mailto:contentfeedback@cottoninc.com)

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