

Cotton Council International reaches Hyderabad with the second edition of "TeeZing"™ its Pan India T-Shirt design competition

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Hyderabad, Wednesday, July 14, 2010: Cotton Council International (CCI) has announced the second edition of its pan India T-Shirt design competition TeeZing on the theme "My Cotton World". The competition offers every participant a chance to showcase their creativity and sketching skills. The competition is open to young and old to express what cotton means to them. To inspire participants, CCI is organising visits by fashion designer to various centres of Smile Foundation across 6 cities namely Delhi, Kolkata, Chandigarh, Ahmedabad, Pune, Hyderabad. Today, renowned fashion designer Asmita Marwa who has won accolades for her designs visited a Smile Foundation centre in Hyderabad. Asmita shared tips with the participants to help them bring their cotton world to life in their designs. Asmita also shared her experience with cotton and how she has showcased cotton as a fashion fabric in her creations.

The competition will run from June 28th through July 22, 2010. Entries can be submitted online at www.allaboutcotton.com, via email to teezing2010@gmail.com or submitted at select Café Coffee Day stores in 9 cities throughout India - Delhi, Kolkata, Bangalore, Mumbai, Chennai, Ahmedabad, Pune, Hyderabad, and Chandigarh. CCI has assembled a formidable team to judge the contest. The jury for this season will include leading names from the creative, design and fashion fraternity.

The top three national winners of TeeZing will be awarded cash prizes of Rs.1,00,000/-, Rs. 75,000/- and Rs.50,000/- respectively. In addition, the best designs will be retailed by Flying Machine, a popular brand in the ready-to-wear segment. To increase the chances of winning for each participant, CCI has also allowed multiple entry options.

Speaking on this occasion, Mr. Sachit Bhatia, Senior Manager Representative, South Asia, Cotton Council International, said, "TeeZing is based on the premise of creativity, fashion and fun with cotton. We hope the competition will reignite India's passion for cotton, showing how it touches every part of our lives. We are hopeful to get a fantastic response across all cities and expect to see a lot of unique designs in cotton."

He further added, "Cotton has inspired a lot of creations in the Indian fashion industry and to take this association to a new level, we have on board a group of fashion designers from various parts of the country who are traveling to different cities and mentoring the kids of Smile Foundation for participation in TeeZing so that they can come up with their best cotton creations."

Speaking on this occasion, renowned fashion designer Asmita Marwa, said, "I am thankful to Cotton Council International for giving me this interactive platform to mentor the participants of TeeZing from Smile Foundation in Hyderabad. Cotton has always been an all time favourite fabric of designers in India. Though cotton is perceived as a summer fabric, it is truly a fabric for all seasons. Cotton reminds me of comfort and hygiene. I have used cotton in many of my creations and have a strong affinity for it."

The competition was first held in 2009 as part of the International Year of Natural Fibers celebration. The competition was held simultaneously in 10 countries including India, with the objective to develop a positive disposition toward cotton, especially amongst the youth. The theme of the competition in 2009 was "Cotton's Natural World". It is

one of the many popular outreach activities undertaken by CCI globally.

About Cotton Council International (CCI) CCI is a non-profit organization devoted to the promotion of cotton in India. It runs a “Generic Cotton Education”’ program, which strives to increase the demand among end-consumers for products made from 100 percent cotton, so that retailers, manufacturers and spinners could be encouraged to produce a higher percentage of 100 percent cotton products to meet this consumer demand.

CCI launched the campaign in India in 2003 under the Cotton Gold Alliance (CGA) program. The CGA program was launched at the trade level in October 2002 and at the consumer level in May 2003 under the "New Face of Cotton" campaign.

In 2006, CCI made some strategic adjustments in the CGA program and renaming it as the “Generic Cotton Education” program in India. Through its education program, CCI reaches out to various stakeholders including consumers of cotton, industry, media and the fashion fraternity.

For its activities in the past, CCI has successfully collaborated with leading fashion designers, trade bodies, Bollywood celebrities, media and design students for effective delivery its messages. The organization carries out these activities in metros and Tier II cities.

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