

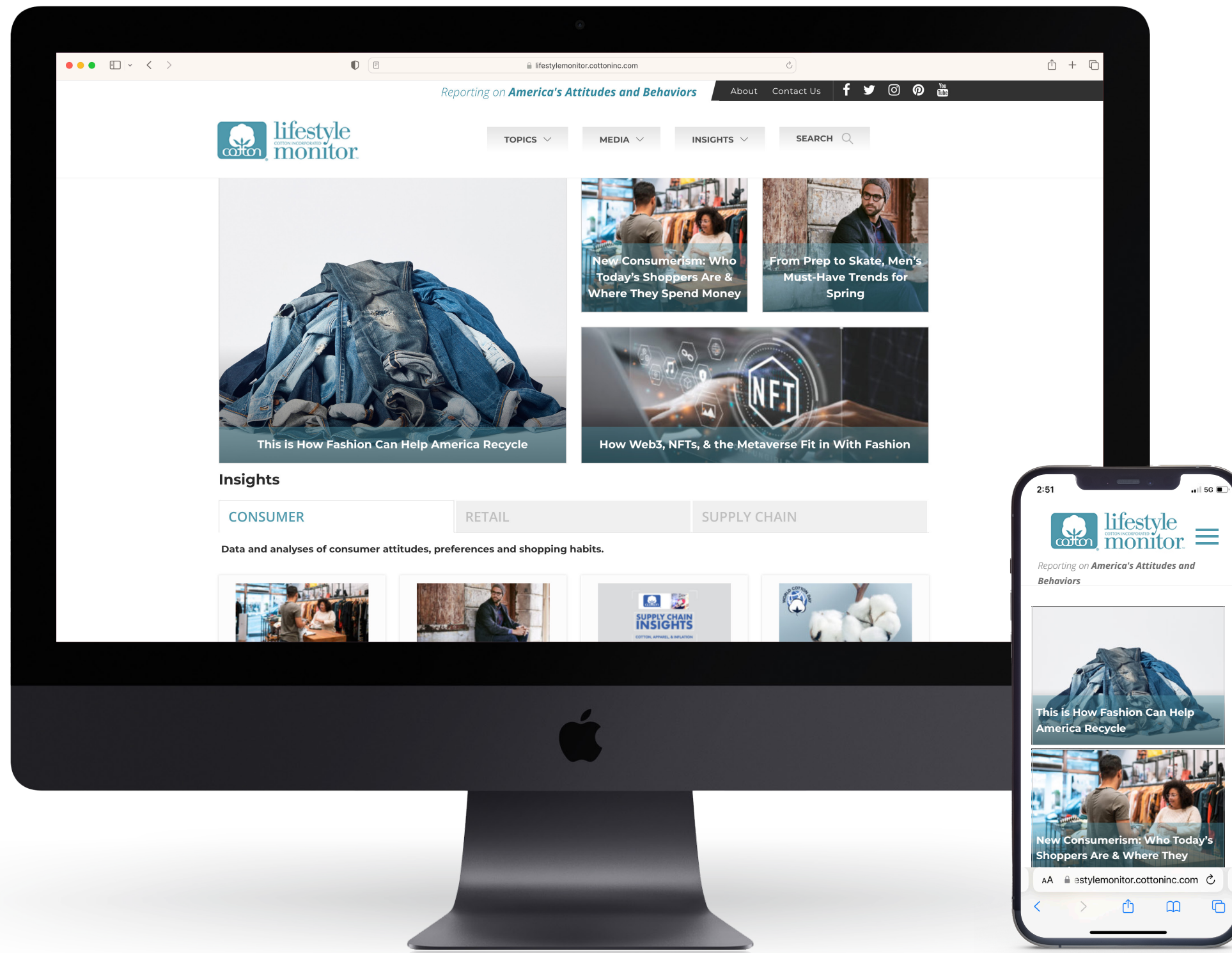
LIFESTYLE MONITOR OVERVIEW

The mission of Cotton Incorporated is to increase the demand for and profitability of cotton. The Cotton Incorporated Lifestyle Monitor™ helps fulfill this mission by providing a range of marketing data and analyses to better inform decision makers on the global cotton supply chain. Since 1994, the Cotton Incorporated Lifestyle Monitor™ survey has measured consumer attitudes and habits relating to apparel, apparel performance, fashion, the environment, home furnishings, shopping, fiber selection, and other topics of interest. The ongoing research program utilizes a carefully-constructed series of questions that tap into consumer attitudes and behaviors.

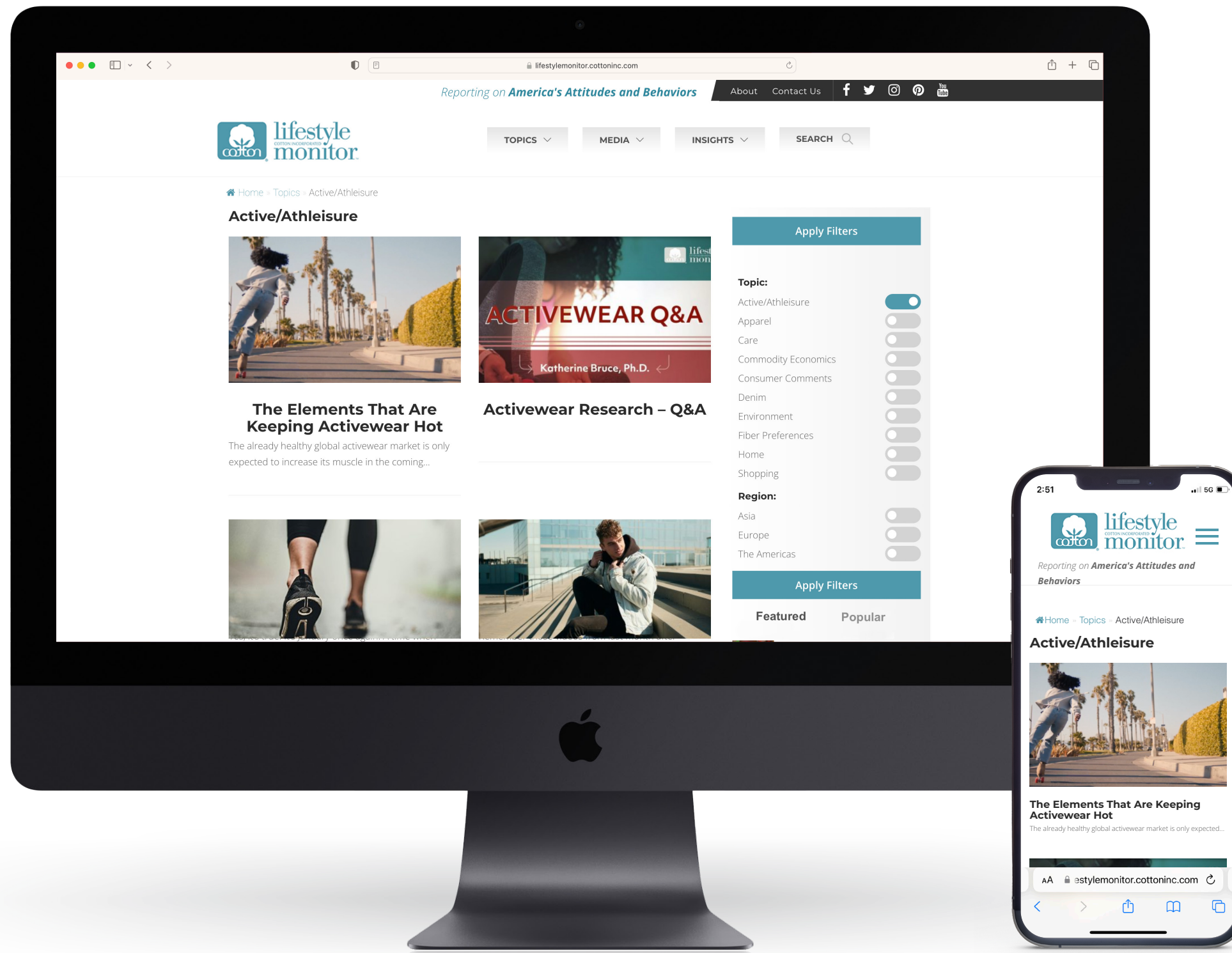
PROJECT OVERVIEW

While people may be familiar with Cotton Incorporated because of their Fabric of Our Lives® campaign, many are unfamiliar with the resources the Lifestyle Monitor provides. If a user visited the original Lifestyle Monitor website, the user would become quickly overwhelmed, not knowing where to go or how to sort information.

The Cotton Incorporated team sought a website redesign from both a user experience and visual design perspective. The Cotton team did not have a brand developed for the Lifestyle Monitor, so a brand was created along with the website redesign. For the website redesign, a new strategy and navigation structure was developed, user roles were defined, user role visual way-finding icons were created, a new brand system was constructed, and a new visual layout was designed. Press, a new and important target user, got its own section on the new website.



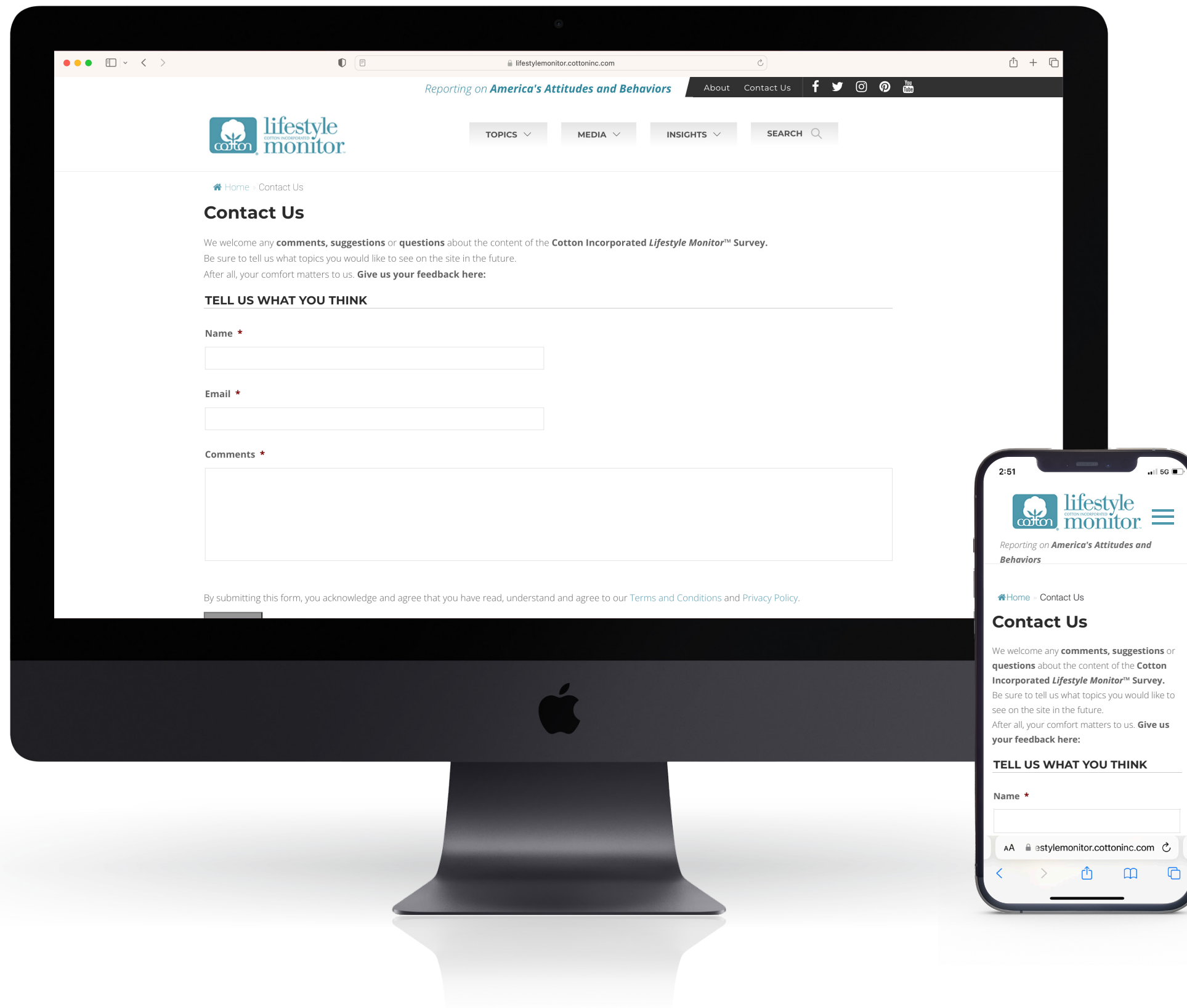
original website before redesign
COTTON LIFESTYLE MONITOR WEBSITE



original website before redesign
COTTON LIFESTYLE MONITOR WEBSITE



original website before redesign
COTTON LIFESTYLE MONITOR WEBSITE



original website before redesign
COTTON LIFESTYLE MONITOR WEBSITE



 **lifestyle**
COTTON INCORPORATED
monitor™

BRAND GUIDELINES 2022



Who We Are & What We Do

The mission of Cotton Incorporated is to increase demand for and profitability of cotton. The Cotton Incorporated *Lifestyle Monitor™* helps fulfill this mission by providing a range of marketing data and analyses to better inform decision makers on the global cotton supply chain. Since 1994, the Cotton Incorporated *Lifestyle Monitor™* Survey has measured consumer attitudes and habits relating to apparel, apparel performance, fashion, the environment, home furnishings, shopping, fiber selection, and other topics of interest. The ongoing research program utilizes a carefully-constructed series of questions that tap into consumer attitudes and behaviors.

The Cotton Incorporated Lifestyle Monitor™ website is an information hub for economic data, surveys and insights, news, and updates related to consumer attitudes and behaviors, as well as the global cotton supply chain.



Expert/Adept Trusted Approachable Engaging

The Cotton Incorporated *Lifestyle Monitor™* website positions Lifestyle Monitor™ as a thought leader in its industries. Outstanding leadership is defined by honesty, integrity, and experience. Being forward-thinking, influential, persuasive, steady, approachable, and helpful are hallmarks of good leadership. These brand keywords, listed at left, define the tone of the Lifestyle Monitor™ brand.

[Visual Imagery Tone Page 8](#) →



Role Way-finding

The Cotton Incorporated *Lifestyle Monitor™* Survey website navigation is structured to help various target audience user groups more quickly find content intended for them. In addition to that, icons and colors are established for each of the three user groups besides press, which has its own section on the Cotton Incorporated *Lifestyle Monitor™* website. The target audience user groups included in this system are as follows: supply chain, retail/brands, and consumers. These user groups are able to identify what content is best suited for them based on colors and icons.



-  **Supply Chain**
-  **Retail**
-  **Consumer**

This is an example of role way-finding lockups in article post tiles on the *Lifestyle Monitor™* Survey website.

Imagery

The tone/manner of the imagery is focused on lifestyle: everyday, approachable, engaging scenes of consumers in their daily lives, retail environments and fashion designers at work, and the cotton industry through its various stages in the supply chain. Imagery subjects are divided into four categories. Three categories are based on consumers, retail/brands, and supply chain. A fourth category focuses on cotton and cotton products. Imagery of raw cotton, fabrics, sustainability imagery, and cotton products ready for purchase are included in this fourth image category.

DO

Select images with simple subjects.

Select images with one or two people. Select images with no more than three people.

Select images with people looking directly at the camera and away from the camera.

Select imagery that features any of the brand colors (primary, secondary, role way-finding, and grounding colors) in the subject or background. This helps make deliverables look consistent.

Crop and transpose images to fit the format. Remember the upper left corner of the image might have an icon and type running across it.

DO NOT

Do not select images featuring charts, economic terms, statistics, money, etc.

Do not select imagery with illustration or hand-drawn type. Stay away from type-heavy imagery.

Do not select images with red or dark pinks. If reds and dark pinks can be cropped out, use the image. This includes red or pink nail polish. Red lipstick is permitted in moderation.

Do not pick images with dark, busy backgrounds.

Avoid black and dark gray backgrounds. Use images that have a background color similar to the brand colors, except for Rich Black and Gray.



Apply isolated cotton object photographs, such as the cotton sprig photo shown below, to white space to add visual interest.



COTTON - ALL ROLES IMAGES

Color Palette



<p>Teal Pantone 2220 C CMYK 74 27 28 1 RGB 80 152 171 HEX #4797A8</p>	<p>Medium Teal Pantone 5513 C CMYK 34 12 18 0 RGB 163 194 202 HEX #ABC7C9</p>	<p>Light Teal Pantone 628C CMYK 27 2 10 0 RGB 185 214 221 HEX #B7DDE1</p>
<p>Gray Pantone 4195 C CMYK 56 47 42 25 RGB 102 102 102 HEX #646566</p>	<p>Medium Gray Pantone 4289 C CMYK 37 30 26 6 RGB 153 153 153 HEX #999998</p>	<p>Light Gray Pantone 427 C CMYK 18 12 13 0 RGB 215 215 215 HEX #D0D3D4</p>

For print pieces, use Pantone (PMS or spot) or CMYK (process) values where applicable. For digital pieces, use RGB values. For web, use HEX values.

The Cotton Incorporated *Lifestyle Monitor™* primary color palette consists of a variety of teals and grays. These colors are used predominately on internal communications and external deliverables describing what the Lifestyle Monitor does and who we are.

USER ROLE WAY-FINDING COLORS & SECONDARY COLORS

The blues are applied to user roles. Navy Blue is applied to supply chain, True Blue is applied to retail/brands, and Light Blue is applied to consumers. Secondary colors consist of orange, yellow, and purple. Faded Purple is the main secondary color, used as a predominant accent color for the brand; Bright Orange is applied to calls to action; Rustic Yellow is applied to economic newsletters.

<p>Navy Blue Pantone 2767 C CMYK 100 71 0 66 RGB 19 41 75 HEX #13294B</p>	<p>True Blue Pantone 308 C CMYK 100 10 0 52 RGB 0 88 124 HEX #00587C</p>	<p>Light Blue Pantone 7454 C CMYK 66 36 14 0 RGB 95 143 180 HEX #5F8FB4</p>
<p>Bright Orange Pantone 164 C CMYK 0 59 81 0 RGB 255 127 65 HEX #FF7F41</p>	<p>Rustic Yellow Pantone 150 C CMYK 0 30 71 0 RGB 255 178 91 HEX #FFB25B</p>	<p>Faded Purple Pantone 7654 C CMYK 38 59 19 0 RGB 162 120 156 HEX #A2789C</p>

GROUNDING COLORS

Use Brown sparingly on call out copy and icons. Use Rich Black for icon background fills, and for type/copy color.

<p>Rich Black Pantone 419 C CMYK 76 65 66 90 RGB 33 35 34 HEX #212322</p>
<p>Brown Pantone 4705 C CMYK 19 64 67 42 RGB 124 77 58 HEX #7C4D3A</p>

Typography

The type approach balances serif, transitional styles for headlines and semi-grotesque, traditional forms for section headings with sans-serif for body copy.

While the primary focus of the Lifestyle Monitor™ is its website, the organization has additional deliverables to communicate internally with team members and externally with target audience members. In addition to web and digital animated fonts, fonts for print and digital static deliverables are included as well. Use Source Serif Pro or Source Serif Variable for headlines, Bernina Sans or Noto Sans for body copy, and Optima or Arsenal for section headings.

HEADLINES

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

BODY COPY

Bernina Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECTION HEADINGS

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Source Serif Variable

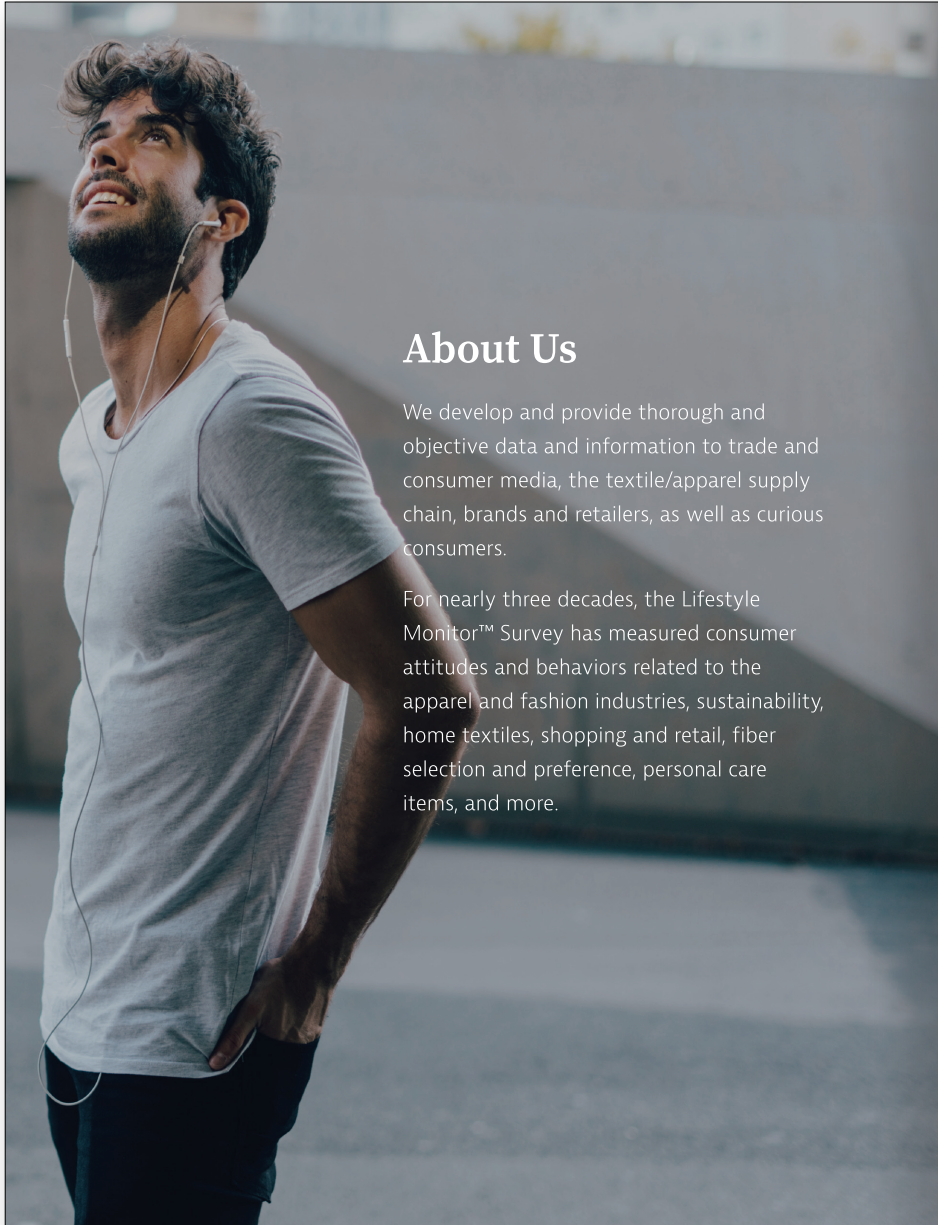
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arsenal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()



About Us

We develop and provide thorough and objective data and information to trade and consumer media, the textile/apparel supply chain, brands and retailers, as well as curious consumers.

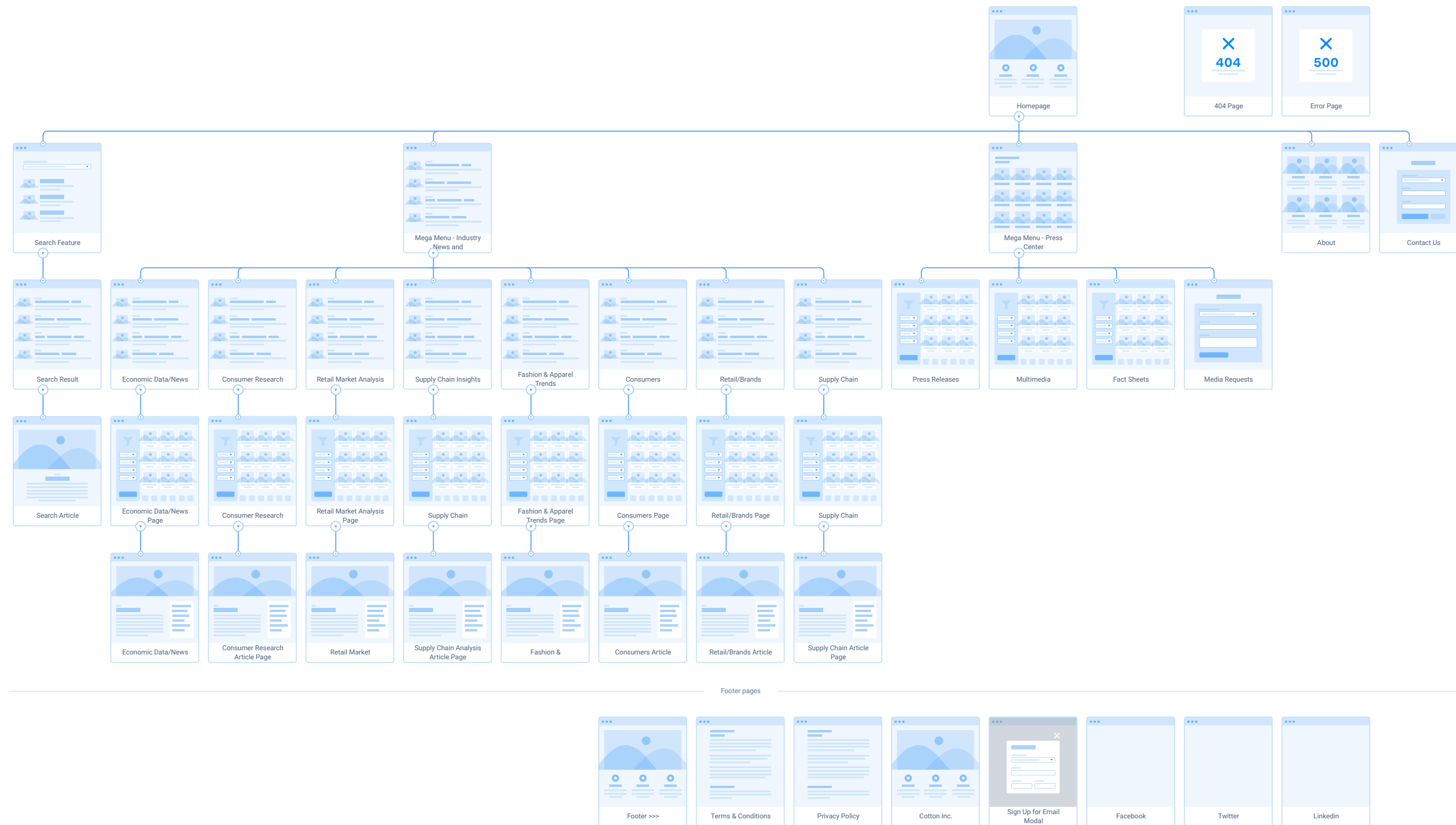
For nearly three decades, the Lifestyle Monitor™ Survey has measured consumer attitudes and behaviors related to the apparel and fashion industries, sustainability, home textiles, shopping and retail, fiber selection and preference, personal care items, and more.

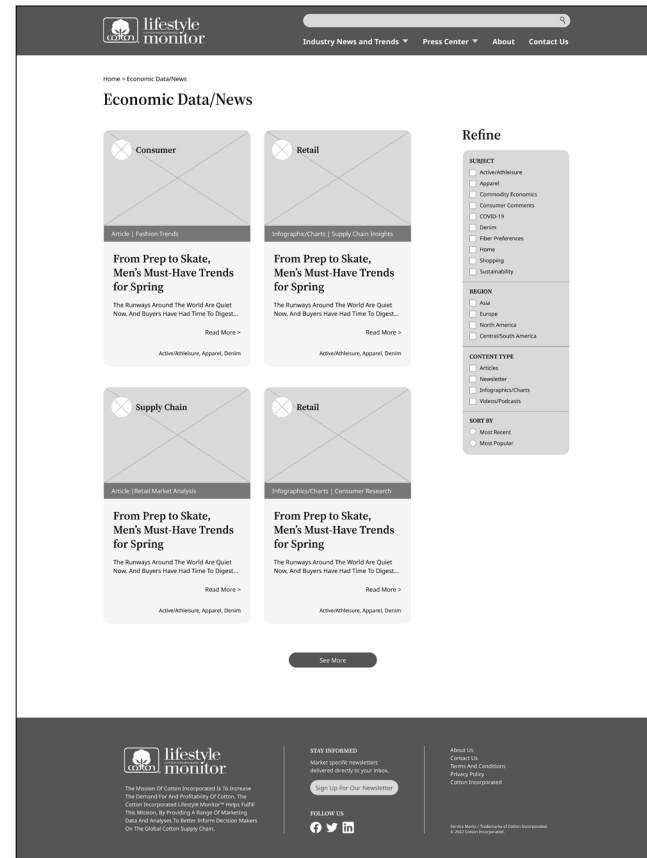
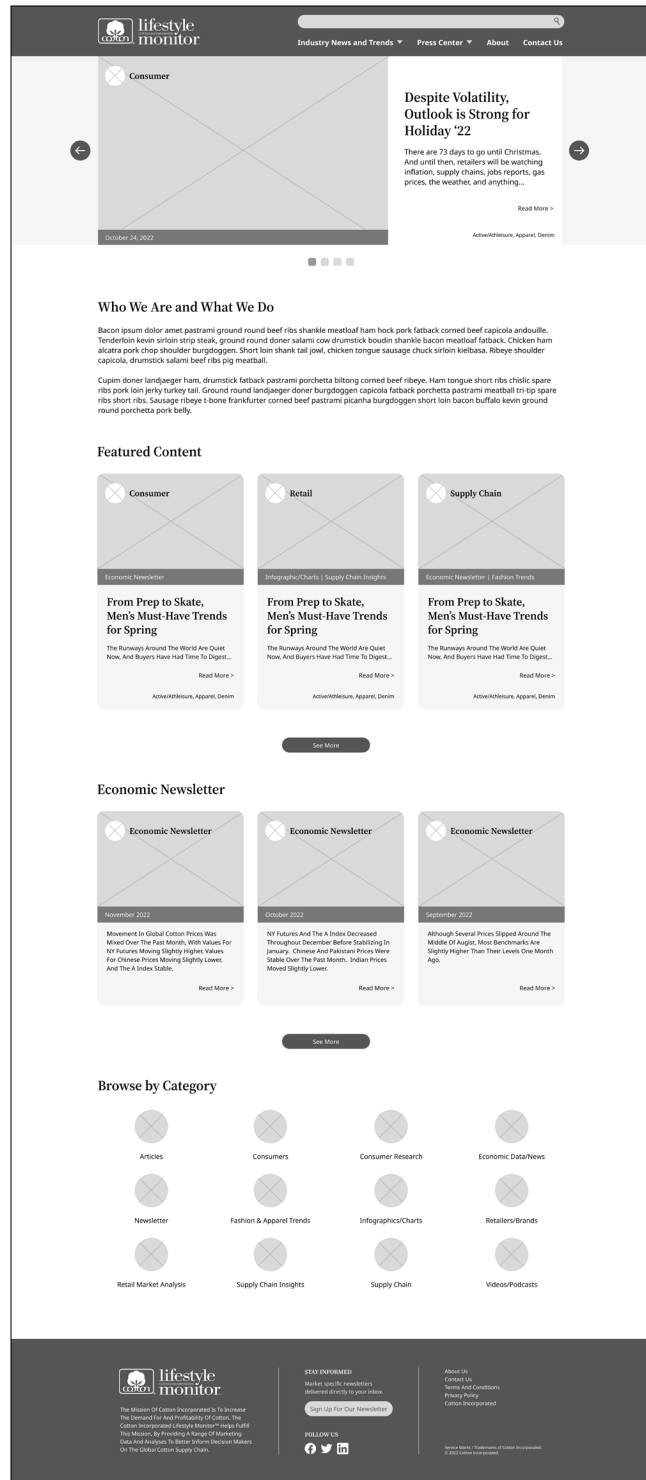


Write To Us

Cotton Incorporated
Attn: Corporate Communications
6399 Weston Parkway
Cary, North Carolina 27513

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wireframes

COTTON LIFESTYLE MONITOR WEBSITE



lifestyle monitor Industry News and Trends Press Center About Contact Us

Despite Volatility, Outlook is Strong for Holiday '22

There are 77 days to go until Christmas. And until then, retailers will be watching inflation, supply chains, jobs reports, gas prices, the consumer and anything...

October 28, 2022

What We Do

We develop and provide thorough and objective data and information to trade and consumer media, the textile/apparel supply chain, brands and retailers as well as curious consumers.

For nearly three decades, the Lifestyle Monitor™ Survey has measured consumer attitudes and behaviors related to the apparel and fashion industries, sustainability, home textiles, shopping and retail, fiber selection and preference, personal cosmetics, and more.

Who We Are

Massa tincidunt nunc pulvinar sapien. Sodales ut eu sem inger. vitae justo eget fermentum.

The Cotton Incorporated Lifestyle Monitor™ website is an information hub for economic data, surveys and insights, news, and updates related to consumer attitudes and behaviors, as well as the global cotton supply chain.

Featured Content

- Consumers Still Feathering Their Nests at Home**
Articles | Consumer Research
"There is where we should feel secure and comfortable..." — Catherine Publico, author...
- This Fashion Trend Invites More Customers to Existing Space**
Articles | Fashion Apparel & Trends
The recent PREDICT New York show held a fizzle that with the description "fashion..."
- This is How Fashion Can Help America Recycle**
Articles | Economic Data/News
The slogan "Reduce, Reuse, Recycle" has been around for decades. But it's only more recent...

Economic Newsletter

- Consumer**
Movement in global cotton prices was mixed over the past month, with values for NY futures moving slightly higher, while for Chicago prices moving slightly lower, and the A Index stable.
- NY Futures and the A Index decreased**
Throughout December before stabilizing in January. Chicago and futures prices were stable over the past month, while prices moved slightly lower.
- Consumer**
Although several price slipped around the middle of August, most benchmarks are slightly higher than their peaks in recent days.

Browse by Category

- Articles
- Consumers
- Consumer Research
- Economic Data/News
- Newsletter
- Fashion & Apparel Trends
- Infographics/Charts
- Retail Brands
- Retail Market Analysis
- Supply Chain Insights
- Supply Chain
- Video/Products

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Economic Data/News

Home > Economic Data/News

Learn more about us and our content, contact our advertising efforts, and do expand your reach. Contact us today at 800-999-9999 or visit our website at www.lifestylemonitor.com.

Consumer

Articles | Economic Data/News

The Elements That Are Keeping Activewear Hot

"The already healthy global activewear market is only expected to increase its momentum..."

Consumer Comments | Action/Measure

Newsletter

November 2022

Movement in global cotton prices was mixed over the past month, with values for NY futures moving slightly higher, while for Chicago prices moving slightly lower, and the A Index stable.

Refine

SUBJECT: Action/Measure, Apparel, Community Economics, Consumer Comments, COVID-19, Denim, Fiber Preferences, Home, Shoppers, Sustainability

REGION: Asia, Europe, North America, South America, Central/South America

CONTENT TYPE: Article, Newsletter, Infographic/Charts, Video/Products

SORT BY: Most Recent, Most Popular

Fashion & Natural Fibers: Combatting Microplastic Pollution

Microplastic pollution from synthetic textiles can be found all over the world — from Mo...

Consumer Comments | Fiber Preferences | Sustainability

Asian Prices Podcast Series Part 6

Articles | Economic Data/News

Consumer Comments | Add | Shopping

Massa tincidunt nunc pulvinar sapien. Sodales ut eu sem inger vitae justo eget fermentum.

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From Prep To Skate, Men's Must-Have Trends For Spring

Home > Economic Data/News > From Prep to Skate, Men's Must-Have Trends for Spring

October 24, 2022

ALTERNATE NAME:

Action/Measure | Apparel | Denim

Consumer

Articles | Economic Data/News

The runways around the world are quiet now, and buyers have had time to digest the myriad of looks from New York to Europe to Asia. And while so much of the fashion is focused on women's wear, the men's shows were bursting with fresh looks that experts have waded through to come up with the best for spring/summer 2023.

"There's lots of easygoing approaches such as classic workwear, which makes a big return after taking a backseat to athleisure and streetwear for so long."

MICHAEL FISHER
Vice President & Creative Director, Fashion Snoops

"While hiking narratives remain the backbone of the outdoor trend, with technical clothing persisting, gardening themes refreshed the story with floral prints and pastel hues noted at Dior and even sprouting sneakers at Loewe," says Edited's Karis Munday, retail and runway analyst. "Nostalgic themes have begun to blow over from women's wear, with '90s and '20s references on the up. From the runway, the skater boy was the source of inspiration with classic T-shirts and tailored trousers, all in updated, baggier fits. The prep boy also returned, but with a streetstyle influence, seeing blazers and oxford shirts mixed with slouchy sweats and neon hues."

Carl Ayers, creative director at the Talent Unlimited Group, also sees the oversized looks taking over next year.

"From exaggerated shoulders to long, flared hemlines, the bigger and baggier look is back," Ayers says. "However, as we see clothes becoming looser, we will also see some aspects of men's clothing become more revealing. Plunging V-necklines, sleeveless shirts, mid-cut shirts exposing the belly button, even going shirtless under a jacket will become a new look for some guys. Also, the thigh-high shorts we saw in summer of 2022 will come back for 2023."

Ayers says spring will bring familiar brights, stripes, and florals to men's, as well as traditional fall aesthetics like plaids and checks. Pink and purple will be hot colors. And matching shirts and pants in bold patterns will trend. Merchants should also be ready with embellishments of fringes and appliques, bright knits, mesh tops, metallics, and leather.

Fashion Snoops' Michael Fisher, vice president and creative director, says "reverse travel" is single-handedly driving the economy in an otherwise turbulent, inflation-filled time.

"Utility is ever-present, but we're seeing it show up in such design-forward ways, fully emphasizing a man's modern needs for an adaptable wardrobe to reflect his 'anything can happen' lifestyle," Fisher says. "There's lots of easygoing approaches such as classic workwear, which makes a big return after taking a backseat to athleisure and streetwear for so long. We're also excited to see a bold dose of color for technical materials and just a really cool, otherworldly effect on the great outdoors in the form of a dreamy, Atlantis-inspired story all about doing activewear in a really contemporary, tailored way. Every single narrative we forecasted for spring/summer 2023 is centered around literal and metaphorical 'escape.'"

These baggy and easygoing approaches are addressing men's preferences for comfort in their apparel. In fact, nearly 7 of 10 male shoppers (67 percent) are unwilling to sacrifice comfort for fashion, according to the 2022 Cotton Incorporated Lifestyle Monitor™ Survey. That's reflected in what they wear as well: men's most popular clothing choices in the last month were T-shirts (56 percent), sweats (52 percent), activewear (26 percent), denim jeans (26 percent), athleisure (24 percent), casual shirts (22 percent), and casual pants (17 percent), according to the 2022 Coronavirus Consumer Response Survey (Waves 10-12).

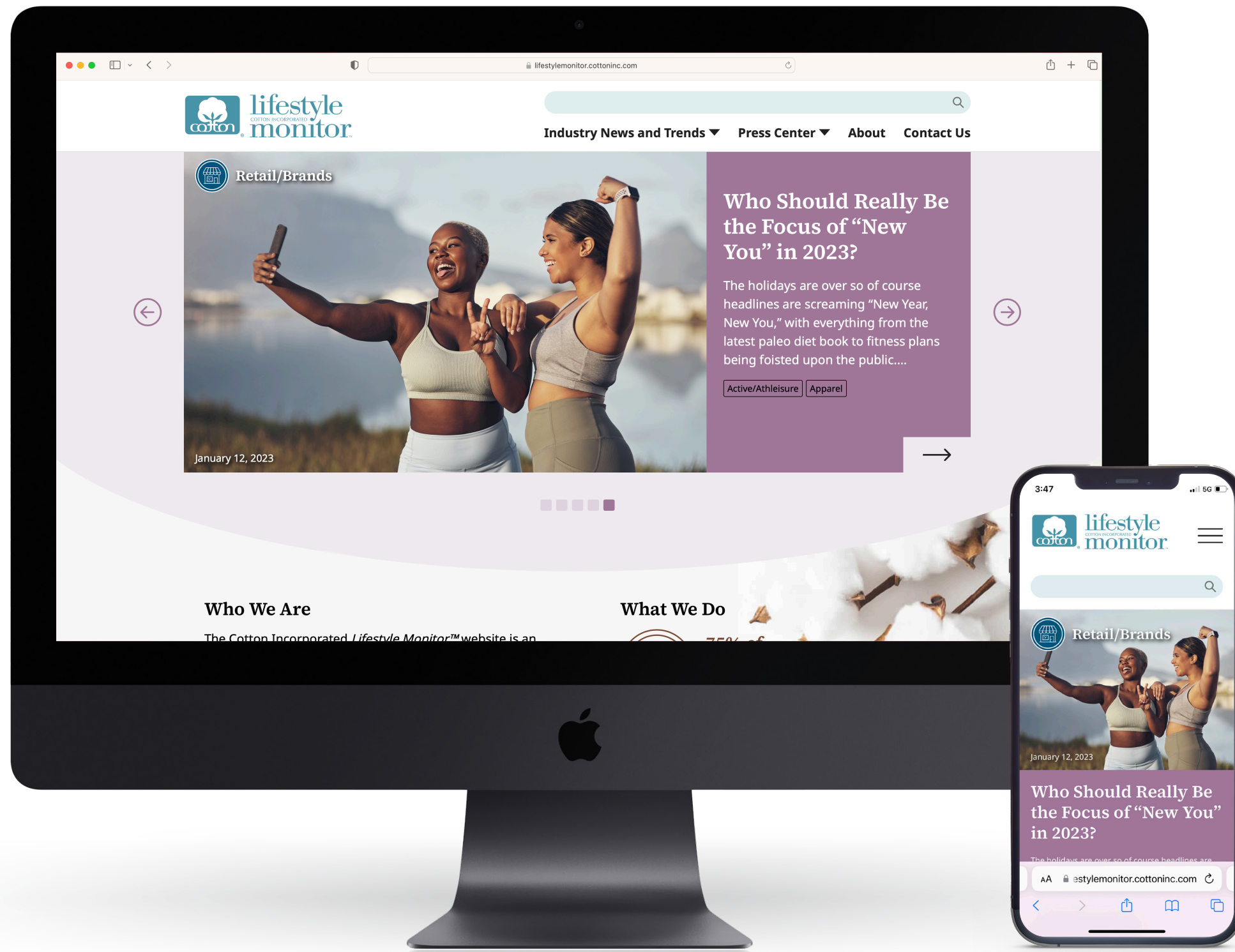
Monthly Economic Letter January 2022

Here's How Recycled Denim Helps America

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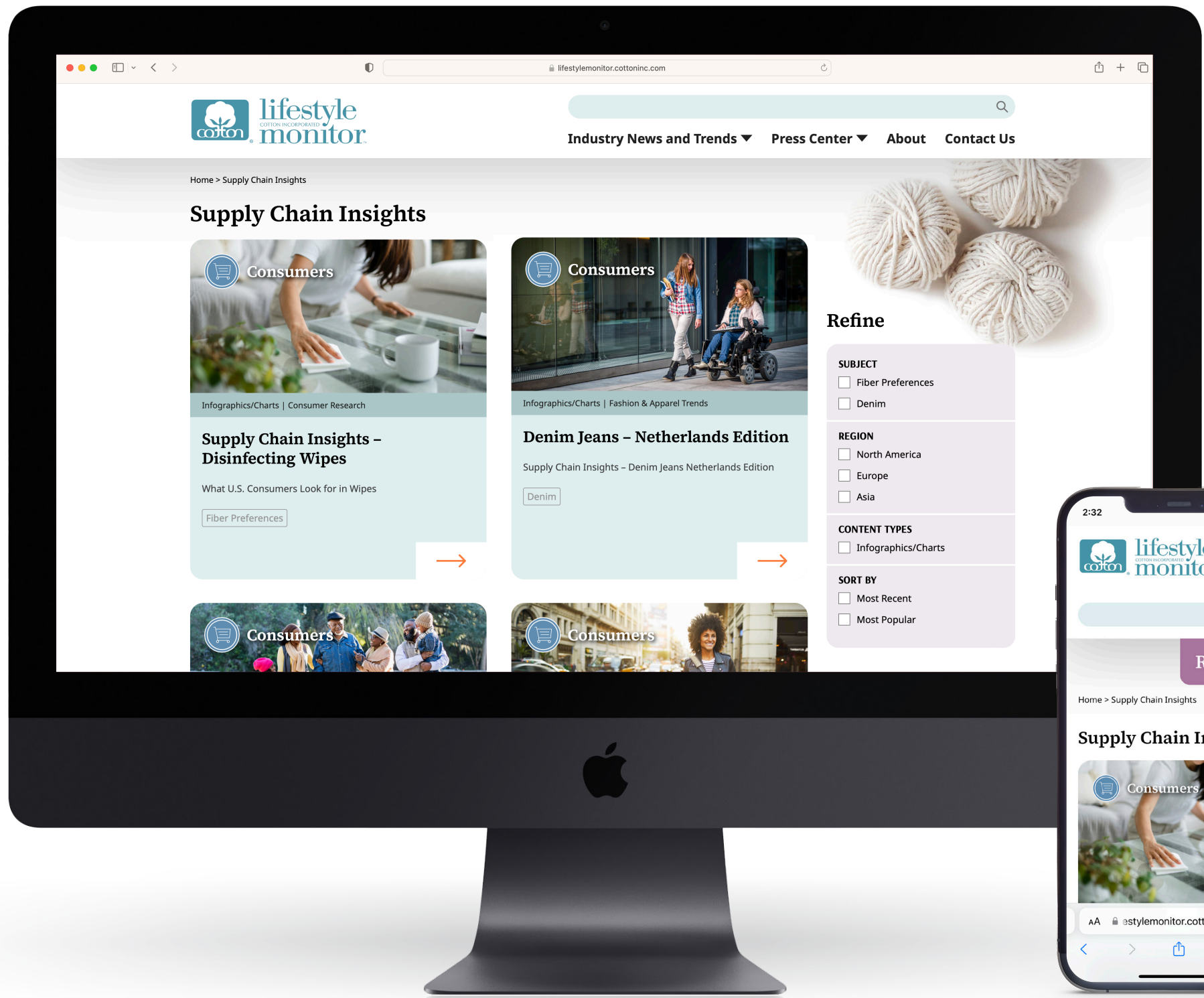
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website

COTTON LIFESTYLE MONITOR WEBSITE



Home > Supply Chain Insights

Supply Chain Insights



 Consumers

Infographics/Charts | Consumer Research

Supply Chain Insights - Disinfecting Wipes

What U.S. Consumers Look for in Wipes

Fiber Preferences



 Consumers

Infographics/Charts | Fashion & Apparel Trends

Denim Jeans - Netherlands Edition

Supply Chain Insights - Denim Jeans Netherlands Edition

Denim



Refine

SUBJECT

- Fiber Preferences
- Denim

REGION

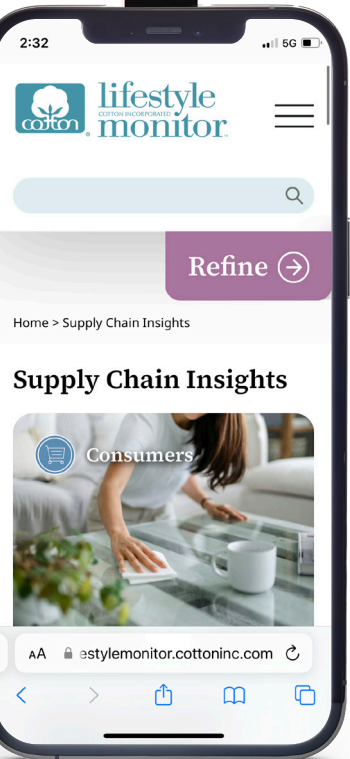
- North America
- Europe
- Asia

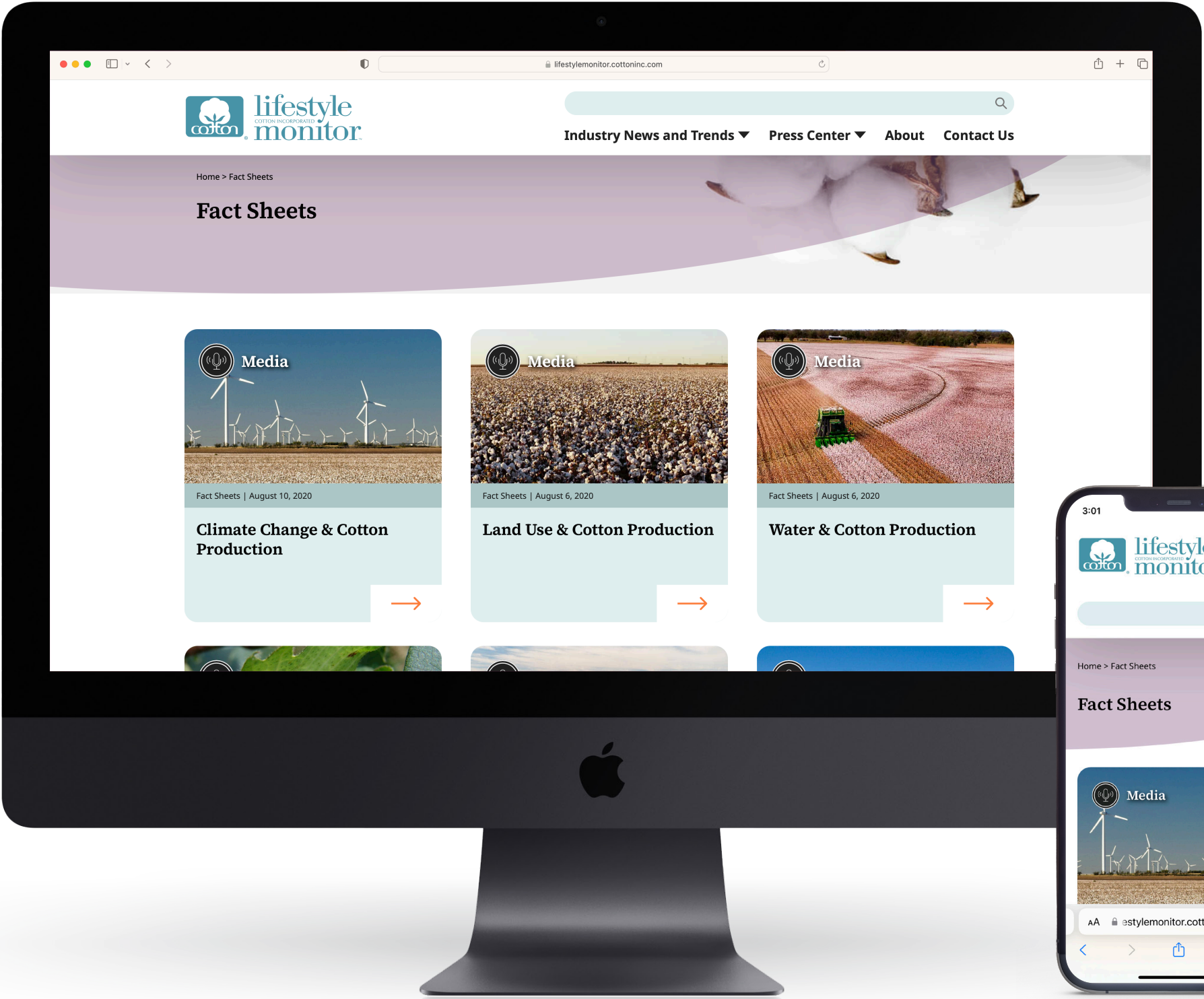
CONTENT TYPES

- Infographics/Charts

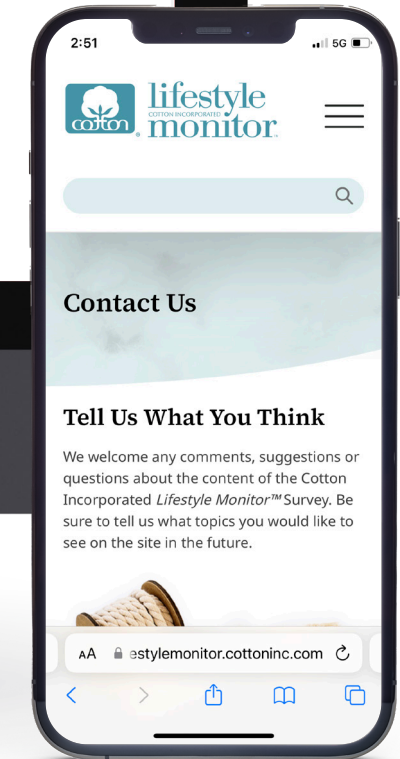
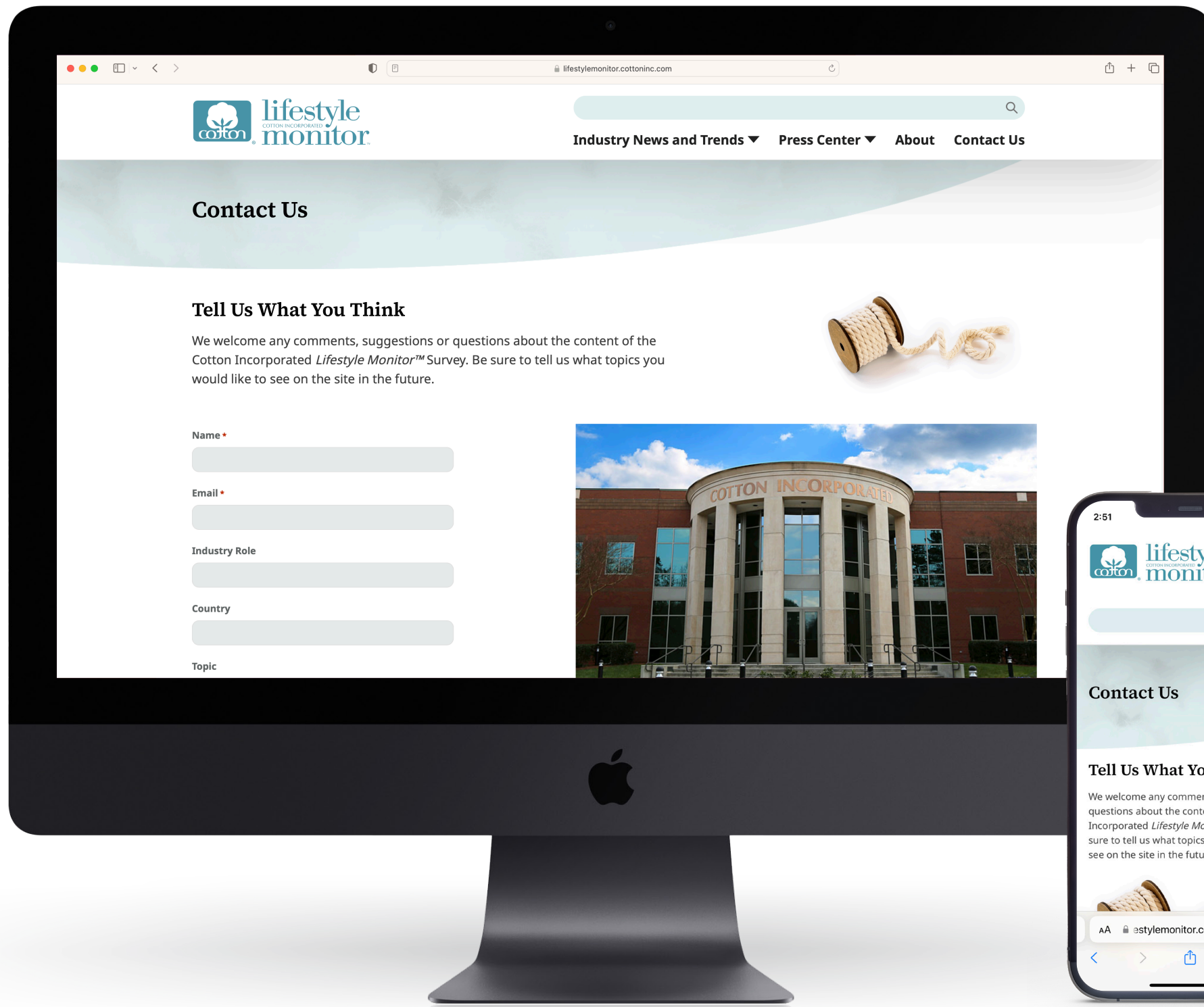
SORT BY

- Most Recent
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