

# Fashion FORECAST

## The Cashmere Of Cotton Offers Superior Quality

(NAPSA)—Although cotton has been cultivated for thousands of years, it just keeps getting better—and as a result, more designers are featuring the best cottons in their new season's clothes.

Much of the cotton used in clothes today is a blend, but there's a growing demand for 100 percent Supima, known as the cashmere of cotton. This superior cotton is incredibly soft, it pills less and the color lasts longer. Grown only in the southwestern United States, it's 100 percent U.S. grown.

Lane Bryant has answered the demand for this high-quality cotton by expanding its spring and beyond collections to include more styles and colors in this superior fabric.

Its collection of Supima wardrobe staples features plenty of beautiful knit tees and basics made from this quality cotton. These classic items are as fashionable as they are comfortable and retain their shape much longer than clothes made from cotton blends.

The assortment of new looks includes 17 styles in 29 colors, ranging from the popular cami to a ¾-length sleeve Henley, while a selection of prints and stripes adds variety. All styles and colors are available in store and online at [www.lanebryant.com](http://www.lanebryant.com).

With nearly 800 locations, the store is the nation's leading



**The best cotton pills less and is incredibly soft, and the colors last longer. As a result, it is more comfortable to wear and a better buy.**

women's specialty apparel retailer, providing stylish and high-quality fashion in sizes 14-28.

A subsidiary of Charming Shoppes, Inc., the retailer sells a wide selection of career to casual apparel as well as accessories, hosiery and intimate apparel.