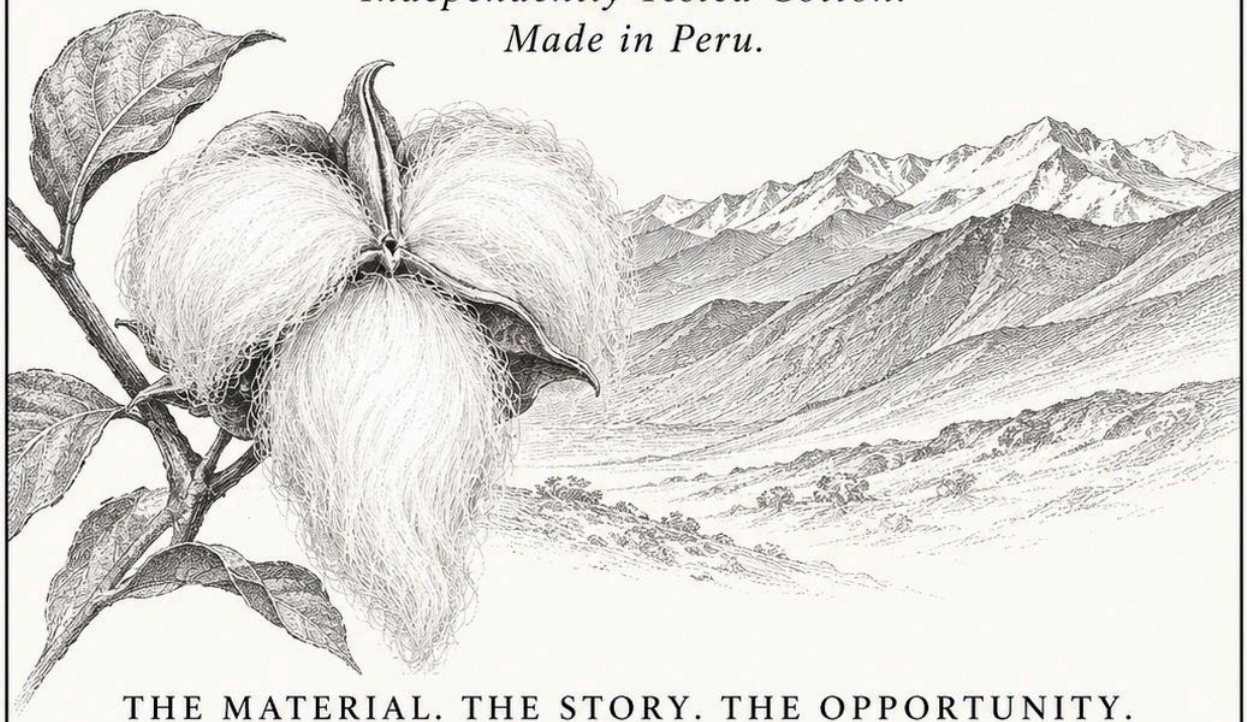
PIMA PRIMA®

CREATOR & AFFILIATE PROGRAM

100% PREMIUM PERUVIAN PIMA COTTON T-SHIRTS

Independently Tested Cotton.
Made in Peru.



THE MATERIAL. THE STORY. THE OPPORTUNITY.

PROOF OVER PROMISES.

PIMA PRIMA® UNITED STATES 2026

PIMA PRIMA®

CREATOR & AFFILIATE PROGRAM

100% PREMIUM PERUVIAN PIMA COTTON T-SHIRTS

Independently Tested Cotton. Made in Peru.

THE MATERIAL. THE STORY. THE OPPORTUNITY.

01 — THE BRAND & THE PRODUCT

A LABEL IS NO LONGER ENOUGH.

In a world of marketing claims, a label alone is not enough. We believe true luxury deserves real evidence.

Pima Prima® creates timeless everyday T-shirts made with 100% PREMIUM PERUVIAN PIMA COTTON (Gossypium barbadense).

Our story began during an unexpected stay in Peru in 2020, where the country's cotton and textile heritage inspired a simple question: how can customers look beyond the label and better understand what they are buying?

PROOF OVER PROMISES.

Our approach pairs thoughtful design with independent cotton testing. DNA identity and fiber-quality assessments have been conducted on submitted cotton samples. We share findings with their limitations; testing of a sample is not certification of every finished garment.

MEET THE T-SHIRTS

01 — THE FITTED: A fitted silhouette designed for women.

03 — THE CLASSIC: A timeless classic fit.

04 — THE ATHLETIC: Designed with broader shoulders in mind.

Current price: $65 per T-shirt.

02 — ONE BRAND. COUNTLESS STORIES.

CREATE CONTENT WORTH SHARING.

Pima Prima® offers more than a T-shirt review. Our material story connects Peruvian heritage, traditional craftsmanship and modern cotton science—giving creators fresh angles for YouTube, Shorts, Instagram, TikTok, blogs, and editorial content.

CULTURE & HERITAGE

Explore Andean textile traditions, natural dyeing with plants and cochineal insects and the people and skills behind the fabric.

HISTORY & DISCOVERY

Follow cotton through historical research, museum collections and the textile heritage of Peru.

SCIENCE & VERIFICATION

Ask what “100%,” “Premium,” and “Pima Cotton” really mean. Explore how laboratories investigate cotton identity, fiber length and strength—and why a label should be supported by evidence.

CONTENT IDEAS

• Is a $65 Peruvian Pima cotton T-shirt worth it? An independent review.

• Style one T-shirt three ways; show its fit, fabric and finishing.

• Go beyond the label: explore the story and science behind cotton.

CREATOR OPPORTUNITIES

We welcome fashion, lifestyle, travel, culture, history, textile and science creators. Selected partners receive a complimentary T-shirt for independent evaluation and access to approved product images, sizing details, research summaries and brand assets.

03 — EARN WITH PIMA PRIMA®

CREATE CONTENT. SHARE QUALITY. EARN COMMISSION.

Proposed standard affiliate commission: 15% of qualifying attributed sales through Awin once the program launches. Selected partners may qualify for up to 20% by separate agreement.

ILLUSTRATIVE EARNINGS AT $65 PER T-SHIRT

1 sale — $9.75
10 sales — $97.50
100 sales — $975.00

Examples are not earnings guarantees. Actual commissions depend on eligible order value, discounts, attribution, returns, cancellations and validation.

HOW TO JOIN

1. APPLY — Apply through Awin when Pima Prima® enrollment opens.

2. GET APPROVED — We review your content and promotional channels.

3. CREATE & SHARE — Use approved links and resources; share your genuine experience.

4. EARN — Receive commissions on validated eligible sales under the final program terms.

PROGRAM AT A GLANCE

Market: United States | Network: Awin | Application approval required

Proposed cookie duration: 30 days, subject to final configuration.

Tracking, eligible order value, exclusions, and payment rules will be set out in the official affiliate terms. YouTube Shopping product tagging requires separate platform eligibility and approval; Awin participation does not guarantee it.

PARTNERSHIP GUIDELINES

We welcome honest reviews and require clear disclosure of affiliate commissions, gifted products, and other material connections in accordance with applicable FTC guidance. Creators should use approved product facts, avoid unsupported performance, sustainability, purity, or origin claims, and follow the final program rules. Creators retain their original content rights unless otherwise agreed in writing.

JOIN THE PIMA PRIMA® CREATOR & AFFILIATE PROGRAM

100% PREMIUM PERUVIAN PIMA COTTON

ONE BRAND. COUNTLESS STORIES.

PIMA PRIMA® — PROOF OVER PROMISES.

www.pimaprima.com

anna@pimaprima.com