



Global shores awash with wool

Campaign for Wool builds in 2011

The Campaign for Wool, a global initiative to raise awareness of wool and its natural attributes began in the UK in October 2010, supported by Patron, His Royal Highness (HRH) The Prince of Wales.

Stuart McCullough, Chief Executive Officer of Australian Wool Innovation and Director Woolmark International commented. "The successful support of over 115 businesses throughout the wool trade, and the exposure and education of wool throughout 50 of the most influential brands in the UK has seen a rise in desire for natural wool from other countries and regions."

Brands including Pringle of Scotland, Jaeger, John Lewis, Hobbs and Aquascutum are amongst a number of brands who have already confirmed their continued support of the Campaign for Wool.

The Campaign for Wool would not have been possible without the support of integral trade businesses including Abraham Moon & Sons, Bulmer & Lumb, Dormeuil, Fox Brothers, Heild England, Harris Tweed, and many more. The trade's ongoing support will be integral to a successful international Campaign.

Australia will kick off the 2011 Campaign for Wool. This coming March will see Sydney alive with high-fashion wool parades featuring international and local talent, educational clinics and special events. Featured fashion designers include Mark Fast, Richard Nicoll, Thom Browne, E.Tautz by Patrick Grant, Tom Scott and Missoni; with more to be announced in the near future.

In September the Northern Hemisphere will begin to praise wool with International Wool Week – a promotion set to encourage understanding of the natural wool fibre and its amazing versatility throughout seven major global cities that are watched for fashion and interiors trends, as well as providing the opportunity for increased wool consumption.

September 5th – 11th, 2011

Starting in London, United Kingdom; International Wool Week (and the annual UK Wool Week) will begin with the opening of an innovative exhibition.

Vice Chairman of the Campaign for Wool, and Managing Director of magazine publisher Condé Nast, Nicholas Coleridge, says: "We want to motivate and inspire the general public to engage with the wondrous natural fibre of wool. An exhibition showcasing exclusive, innovative, and extremely unique items from fashion through to interiors will achieve just this; I feel it will help to educate consumers about the endless possibilities with wool."

The remainder of the week will see Miln, Madrid, Munich, Amsterdam, New York City and Tokyo pull wool over the streets.

- Serrano St Madrid is being groomed to be decorated by fashion and interior designers
- Tokyo will see sheep grazing in the streets
- New York City is preparing for an invasion of the best wool designers and decorators
- Amsterdam is working with final year design students to create an exhibition for all to enjoy
- Munich is preparing for an exclusive installation which will push the boundaries with wool

A new website is currently under construction and is planned for launch end April 2011 – visit www.campaignforwool.org or become a fan of Campaign for Wool on facebook today to show your support.

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THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES



THE WOOLMARK COMPANY SUPPORTS
THE CAMPAIGN FOR WOOL

NOTES TO EDITOR

119 brands supported the 2010 Campaign for Wool

Abingdon Flooring	Abraham Moon & Sons	Alexon	Amanda Wakeley
Anderson & Sheppard	Ann Harvey	Anonymous	Antonio Berardi
Aquascutum	Art Yarn	Austin Reed	Axminster Carpets
Axminster Carpets	Brintons	Britannia Fine Cloths	Brora
Bulmer & Lumb Group	Burberry	Camira Fabrics	Caroline Charles
Cavalier Carpets	Celtic Sheepskin	Chelsea Harbour Design Centre	Cherchbi
Christian Blaken	Cormar Carpets	Curtis Wool Direct	Daks
Dash	Debenhams	Dege and Skinner	Dormeuil
Eastex	Electronic Sheep	Elizabeth Lau	Emesha
Fleetwood Fox	Fox Brothers	From Somewhere	Gieves & Hawkes
H Dawson	H Huntsman & Sons	Hackett of London	Hainsworth
Happy Socks	Hardy Amies	Harris Tweed	Harvey Nichols
Harvey's of Halifax	Haworth Scouring	Headlam	Henry Poole & Co
Hield England	Hobbs	Holland & Holland	House of Fraser
Hoxton Hand Made	Izzy Lane	Jaeger	Jasper Conran
Jigsaw	Jo Gordon	John Lewis	John Smedley
Johnstons of Elgin	Joshua Ellis	Junky Styling	K1-D2
Kaliko	Keep and Share	Kew	Knoll Yarns
Ladies Fancy Work Society	Lavenham	Laxtons	Liberty
LK Bennett	Lyle & Scott	Makepiece	Marks & Spencer
Meyer & Mortimer	Minuet Petite	Moxon	Norton & Sons
Ozward Boateng	Paul Smith	Pixie Knits	Pownall
Pringle of Scotland	Purl Interrupted	Quinton & Chadwick	Real sheepskin Association
Richard James	Richard Nicoll	Roger Oates	Ryalux
Savile Row Bespoke	Selfridges	SMG	Telenzo
Temperley	The Edinburgh Woollen Mill	The North Circular	The Real Shetland Company
The Shop at Bluebird	The Wool Room	Toast	Ulster Carpets
Urban Knit	Vi-Spring	Wendy Keith Designs	West Yorkshire Spinners
Westex and Woodward Grosvenor	Whitestone Weavers	William Halstead	Wool & the Gang
Wool Safe	Wool Soft	Wooltex	

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