



12 October 2012

The Campaign for Wool launches Wool School

Katy Cowan

The Campaign for Wool, of which His Royal Highness The Prince of Wales is the patron, has launched the 2012 Wool School initiative, which sees fashion, textiles and design students across the country competing to design wool sweaters to be sold in top UK retail stores, including Top Shop, Marks & Spencer, Harvey Nichols, Pringle, DAKS, John Lewis and Jigsaw.

The project has seen students introduced to a retail partner and given the opportunity to design a wool rich jumper for their company. One student per retailer was chosen and their jumper design developed, produced and will be available in stores to coincide with UK Wool Week: 15th-21st October 2012.

Wool School has been created to encourage the young designers of tomorrow to engage with the UK's favourite natural fibre as they are guided by their paired retailer in a creative production process. 5% of WOOL SCHOOL jumper sales will go back into fashion education programmes across the UK.

With the guidance of HRH The Prince of Wales, this year will be the third of a five-year cross industry campaign to raise the profile of wool as a natural and sustainable fibre.

The winners are as follows:

Laura-Jayne Nevin from The University of Edinburgh for John Lewis
Claire Hunter from Heriot Watt for Lyle & Scott
Henrietta Jerram from Kingston University for Topshop (as pictured)
Laura Raddings Brown from Nottingham Trent University for Paul Smith
Tegan Kersey from The University of Brighton for Harvey Nichols
Natalie Mason from The University of Leeds for M&S
Julia Maclean from The Glasgow School of Art for Pringle
Hannah Simpson from Buckinghamshire University for both Jigsaw & Jigsaw Menswear
Eleanor Cox from University of West England for Hackett
Natalie Crossan from Winchester College of Art for Daks
Emma De Vries from Ravensbourne for Hobbs.

For more information about the Campaign for Wool visit: www.campaignforwool.org.



<http://creativeboom.co.uk/news/the-campaign-for-wool-launches-wool-school/>