

24 April 2013

Zegna's 50th edition Wool Awards celebrated in superfine style

To honour the 50th Anniversary of the Ermenegildo Zegna Wool Awards, Ermenegildo Zegna in partnership with The Woolmark Company, hosted a two-day celebration with guided visits to some of the top Australian superfine properties and culminating in a gala, multi-sensorial event held at the historic Royal Hall of Industries in Sydney's Moore Park. Journalists and media representatives from 31 countries travelled to Australia to gain an understanding and appreciation for fine Australian Merino wool.

The farm tour was a day trip for 120 media to the New England district where seven woolgrowing families hosted guests and introduced them to the intricacies of growing the world's finest wool. Each group of up to 35 media were shown through the wool growing process starting from the history of wool and of the family through to shearing and the important stage of wool classing, helping to tell the story behind producing superfine Merino fleeces that qualify to enter the Zegna Wool Awards.

The trip culminated in a momentous event held at the historic Royal Hall of Industries, Moore Park, Sydney. During the celebration, over a thousand guests, including International and national media, VIPs, celebrities and friends of Zegna and Woolmark embarked on an extraordinary and memorable event. The unveiling of an installation with multimedia projections opened the event and highlighted the values shared between the fine woolgrowing areas of Australia and weaving district of Italy. This was followed by a stunning men's fashion show, on the longest catwalk ever created in Australia, featuring more than 60 male models outfitted in the Fall /Winter 2013 capsule collection specially created by Zegna as a homage to the beauty and versatility of Australian wool and entitled "Australian Celebration" and referencing as inspiration to one of the earliest fabrics produced from Zegna Trophy winning wool.

On this occasion Gildo Zegna, CEO of the Ermenegildo Zegna Group and Paolo Zegna, Chairman, announced the winner of the 50th Edition Ermenegildo Zegna Wool Award for Superfine Wool and the winner of the prestigious Vellus Aureum Trophy, both won by Ed and Jill Hundy of Windradeen.



Leo and Judy Blanch, 'Westvale', Kentucky, with Count Paolo Zegna and visiting journalists.



AWI Global Strategy Advisor Fabrizio Servente, Ermenegildo Zegna CEO Gildo Zegna, AWI chairman Wal Merriman, AWI CEO Stuart McCullough, AWI director David Webster, AWI Chief Strategy and Marketing Officer Rob Langtry and Ermenegildo Zegna chairman Paolo Zegna at the gala event held in Sydney Tuesday night as part of Zegna's 50th anniversary wool celebrations.



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"The fleece that won this edition with 11.5 microns is fantastic. More beautiful than fleeces from past editions, even if less fine," explained Paolo Zegna. "Fineness indeed is not the only criteria of evaluation for the Zegna Wool Trophy, as demonstrated by the fact that the second and the third place holders are finer than the winner. The jury considers other factors in addition to fineness such as the length of the fibre, its strength, uniformity, colour and character. All important features that compose the quality of Merino wool."

"This event has marked a milestone in the history of the Australian wool industry," explained Stuart McCullough CEO of Australian Wool Innovation, owners of The Woolmark Company. "Zegna is one of the single largest buyers of Australian Merino wool; to showcase this partnership to the world as they have done this week makes us very proud."

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About The Woolmark Company

The Woolmark brand is the world's best known textile fibre brand, established in 1964. The Woolmark brand is owned by Australian Wool Innovation (AWI), a not-for-profit company owned by over 27,000 woolgrowers. AWI's vision is to be a significant contributor to a vibrant, stable and profitable wool industry providing the world with the best natural fibre. The company works throughout the global supply chain – from woolgrowers through to retailers.

The company mission is to enhance the profitability, international competitiveness and sustainability of the Australian wool industry; and increase demand and market access for Australian wool.

Merino wool provides stability, softness and luxury to tailored garments. The fibre has long been a favourite of designers, but younger consumers, born in an era of 'disposable' fashion know too little about the natural benefits.

Wool is a 100% natural and renewable fibre. Sheep live on grass, water, fresh air and sunshine. Wool is a fibre that is grown – not man-made. Every year sheep produce a new fleece; making wool a renewable fibre source.

About the Ermenegildo Zegna Group:

The Ermenegildo Zegna Group is a leading luxury menswear brand and one of the most renowned businesses in Italy. Founded in 1910 in Trivero, in the Biella Alps, by the young entrepreneur Ermenegildo, whose vision was to ethically create the world's finest textiles through innovation and the sourcing of the noblest fibres directly from their markets of origin, the company is managed today by the fourth generation of the Zegna family with Gildo Zegna as CEO.

Since the late 1980s, the company has implemented a comprehensive strategy of verticalization, creating a global luxury brand which now ranges from fabric to clothing to accessories, is focused on retailing, pioneering early entry in emerging luxury markets, BRIC and Asia in particular, and was the first luxury brand to open a monobrand store in China in 1991. Ermenegildo Zegna celebrated 100 years of excellence in 2010. Today there are 557 Zegna stores (311 company-owned) in over 100 countries around the world. The total Group revenues in 2011 reached € 1.127 bn.

In March 2012 the Group launched ZegnArt, an independent commitment focused on international collaboration in the field of visual arts.