

20 June 2013

Cool Wool highlights Merino at Lords



The bespoke tailors of **Savile Row** and **The Woolmark Company** have presented the modern face of British elegance to an international audience of buyers and journalists.

The tailored collection represents a combination of beautiful materials - principally Australian Merino wool and fine lightweight Cool Wool together with first class craftsmanship. The presentation a reminder that London is the world capital of masculine style, and has been for over two centuries.

As a supporter of London Collections: Men since the event's inception, **The Woolmark Company** continues to expand and develop its activities and partnerships, as a way of highlighting the relevance of wool within menswear and especially within the British fashion and textile industry.

For the Spring/Summer 14 season, **Cool Wool** will be showcased and its natural performance qualities will be the focus for the ongoing designer collaborations, each expressing their own vision and interpretation of the fibre. As in previous seasons, **The Woolmark Company** will also showcase a Merino Gallery in honour of Cool Wool at The Hospital Club and in the new show space at Victoria House.



AWI/Woolmark Chief Strategy and Marketing Officer Rob Langtry

The English Gentleman at Lord's Pavilion" showcased a mix of models and real men, dressed by Savile Row's famous tailors. Dapper models dressed in their cricket greens and sharp tailoring arrived at Lord's in a vintage red bus creating much interest as it wound its way through London streets headed for the grounds. A number of different outfits were shown, spread through the rooms and terraces of the Pavilion. The clothes, primarily using Merino wool and lightweight Cool Wool fabrics, ranged from cricket sweaters to summer sports jackets, taking in blazers, lightweight suits and flannel waistcoats with trousers.

Under the artistic direction of **Jo Levin**, GQ Creative Fashion Director, the event at Lord's celebrated the authentic English approach to menswear, highlighting the historic role played by Merino wool throughout the Spring Summer season over the centuries in a variety of lightweight fabrics and knitwear, through formal dressing and casual iconic sportswear pieces.

The participating houses include:

Anderson & Sheppard, Chester Barrie, Chittleborough & Morgan, Davies & Sons, Dege & Skinner, Ede & Ravenscroft, Edward Sexton, Gieves & Hawkes, Hardy Amies, Henry Poole & Co, H. Huntsman & Sons, Kathryn Sargent, Kilgour, Lutwych, Maurice Sedwell, Richard Anderson, Richard James Bespoke, Timothy Everest, Welsh & Jefferies

The event also paid to homage the **Cool Wool** concept, relaunched by The Woolmark Company last year, to educate consumers to choose wool as the perfect natural fibre for the warmer months, in virtue of its breathability, temperature management, elasticity, performance, fineness and drape.

www.savile-row-london-collections.com

The following British firms will also be participating:

Bates, Budd, Crockett & Jones, Edward Green, Emma Willis, G.J.Cleverley, Grenson, Holland & Holland, James Lock & Co, John Lobb Ltd, Johnstons of Elgin, Kent & Curwen, Manolo Blahnik, Sean O'Flynn

Lord's

Lord's, the Home of Cricket, holds a special place in the hearts and minds of cricket fans and players all over the world. A ground where legends are made, its stature and charm give it a magical quality. Owned and run by Marylebone Cricket Club (MCC) which was founded in 1787, MCC, Lord's occupies pride of place in cricketing history and is a global sporting icon, not simply a sports stadium but a ground and club. Currently the waiting list is 19 years for new members. The Pavilion at Lord's is one of the most celebrated buildings in the sporting world. A fine example of Victorian architecture, constructed in 1889, it holds Grade 2* listed status.

London Collections: Men is the capital's biannual showcase of British menswear brands and designers. Launched in June 2012, and very positively received by press and buyers, June's LC:M builds on the success of two seasons with an expanded list of brands and designers. Other exhibitors on this season's schedule include Alexander McQueen, Burberry, Tom Ford, Belstaff and Alfred Dunhill. London's unrivalled creativity has long been recognised by the international fashion industry, but LC:M is well on the way to establishing the capital as a commercial powerhouse, as well as a cultural one. www.londoncollections.co.uk/men. The launch in June 2012 had the support of HRH The Prince of Wales. January 2013 was kick started with a reception hosted by David Cameron at Downing Street and June 2013's LC: M has the support of Boris Johnson and the Mayor's Office.

About The Woolmark Company:

The Woolmark 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, resilience, softness and luxury to the tailoring industry. 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 per cent 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.

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