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Global Campaign for Wool launched in Italy



Italy has started its inaugural Wool Week in style, joining the global Campaign for Wool inspired by the "Live naturally, choose wool" claim and promoting wool as a natural, biodegradable and renewable fibre.

Launched in Milan, the celebrations unite the textile community, the fashion industry and consumers and for the first time the program involves each of these three markets.

Promotional and educational initiatives have been taking place in partnership with leading Italian department store, La Rinascente, with consumers invited to discover the natural origin and eco-credentials of wool, along with the journey from farm to fashion.

To launch the educational promotion at La Rinascente, a grass pen holding traditional Italian sheep was set up in front of the department store alongside the Duomo, to highlight the natural origin of wool and offer consumers an unexpected wool experience.

Unique in-store animations through the seven floors of La Rinascente are showing the diverse uses of wool in classic menswear, women's wear, children's wear, casual and sports apparel, interiors textiles. Window displays are also attracting consumers by highlighting the natural beauty of Merino wool. Under the artistic direction of Angelo Figus, five of the most prestigious Italian fashion and design schools and universities created the stunning visual displays which highlight wool's inherent properties - such as breathability, elasticity, comfort - and will be seen by the thousands of people who pass La Rinascente each day.



To celebrate the Campaign for Wool in Italy, a flock of sheep was grazing outside La Rinascente, Milan, to kick-off Wool Week festivities.

The Woolmark Company also joined forces with leading textile trade show Milano Unica and supported On Stage, a spectacular fashion show involving the most appreciated new talents of global fashion, which helped mark the start of Wool



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Week. Six designers plus special guest Andrea Pompilio presented their unique interpretations of wool at a collective fashion show that took place in the Galleria Vittorio Emanuele II, located close by the Duomo and to La Rinascente.

Among the 1500 guests enjoying On Stage was the Mayor of Milan Giuliano Pisapia, Ermenegildo Zegna chairman Paolo Zegna, Lora Piana CEO and chairman Pier Luigi Loro Piana, Milano Unica president Silvio Albini, Missoni founder Rosita Missoni, Pitti Immagine president Raffaello Napoleone and Italian National Chamber of Fashion president Mario Boselli.

A highlight of the event was a welcome speech by Campaign for Wool patron HRH the Prince of Wales, who welcomed guests via audio-visual link and spoke of the infinite potential of wool and the importance of the wool-growing industry.

As HRH the Prince of Wales explains: "You do not have to look too far back in history to see that wool was once the mainstay of the global economy. In recent years however, wool has been fighting to compete with man-made fibres.

"For too long we have managed to forget what a wonderful fibre wool is. Wool is empowered with exceptional natural elasticity so not only will a wool garment offer superior drape and handle this elasticity also gives the wearer a durable and high quality garment that will last for many years.

"Simply put, wool looks good for longer."

Last year the Campaign for Wool was celebrated on an unprecedented scale across international consumer markets, generating more than AU\$23 million of global media coverage throughout Europe, the USA, Asia and Australia and reaching more than 1 million people. When the campaign launched in 2010 it had 117 global brand, retail and design partners. Now, there are more than 870 partners offering their support to the campaign, helping to spread the message 'Live naturally, choose wool'.

International Wool Textile Organisation president and Campaign for Wool executive Peter Ackroyd said success from recent years would help reinforce the key environmental messages of the campaign through greater involvement of the entire wool pipeline from farm to fashion.

"The program fully exploits the concept of ingredient branding as a highly effective means of communicating environmental excellence to consumers who 'look beyond the label'," Mr Ackroyd said.

"The price of wool rallied and is now relatively stable, seeing a surge in demand at a time when caring consumers began asking serious questions about provenance and sustainability. Wool has the answer to many of these concerns through its natural, biodegradable and renewable qualities."



Melbourne label From Britten represented Australia at the On Stage fashion event as part of the Milano Unica trade show and in support of the global Campaign for Wool.



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About Campaign for Wool

In February 2009, HRH the Prince of Wales called in a group of 12 UK 'leaders' of the wool industry to discuss declining wool sales and prices paid to farmers. This initial British wool initiative soon took on a Commonwealth dimension, as all agreed that fashion should be a key driver in shifting consumer attitudes towards wool and away from other fibre options.

The Campaign for Wool Ltd. was established to carry out the Campaign for Wool, with the mission to convince consumers that opting for wool as opposed to synthetics in fashion and lifestyle will make a positive contribution to environmental sustainability around the world.

The initiative is funded by seven of the biggest global wool bodies

- The Woolmark Company (Australian Wool Innovation)
- British Wool Marketing Board
- International Wool Textile Organisation (IWTO)
- Cape Wools of South Africa
- The American Wool Council
- Viking Wool of Norway
- New Zealand woolgrowers

The Campaign for Wool is a long-term initiative that officially began in October 2010 with the closure, greening over and introduction of more than 50 sheep to Savile Row, the iconic London tailoring street.

Since then the Campaign for Wool has gone on to deliver stunts, educational design competitions, exhibitions and public art installations with the aim of encouraging consumers to 'Live Naturally and Choose Wool'.

In 2012 The Campaign for Wool generated more than £16m of global media coverage throughout mainland Europe, the USA, Australia and Asia where The Campaign for Wool was launched in Korea and China.

HRH The Prince of Wales has confirmed his ongoing patronage of the campaign. Throughout 2013 a series of appearances and engagements on behalf of the campaign will continue to ensure that wool remains on the global news agenda.

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 more than 25,000 Australian 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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