



Transcript

Station: **ABC NORTH AND WEST SA** Date: **24/04/2013**
Program: **SA COUNTRY HOUR** Time: **12:21 PM**
Compere: **NIKOLAI BEILHARZ** Summary ID: **W00052985764**

Item: **PRERECORDED REPORT BY SARINA LOCKE ABOUT A FULLY FUNDED TOUR OF THE SUPERFINE WOOL INDUSTRY FOR 160 INTERNATIONAL JOURNALISTS. PAOLO ZEGNA, HEAD OF AN ITALIAN FASHION HOUSE, SPEAKS ABOUT THE ZEGNA AWARD WINNING WORK OF THE HUNDY FAMILY.**

INTERVIEWEES: PAOLO ZEGNA, HEAD OF AN ITALIAN FASHION HOUSE; ANDREW HUNDY, WOOL GROWER

Audience:	Male 16+	Female 16+	All people
	N/A	N/A	N/A

NIKOLAI BEILHARZ: Well, men's fashion label Zegna is trying to lift the global profile of Australian super fine wool. Zegna has fully funded a tour of 160 international journalists to see how the wool is grown in Australia and to attend a dazzling wool awards ceremony last night in Sydney. But despite its role in high end fashion, the price for the world's most luxurious fibre, ultra fine wool, appears unsustainable for the grower.

Sarina Locke filed this report.

[Excerpt of interview]

PAOLO ZEGNA: The winner of the [indistinct] Extra Fine 2013 trophy, the farm is called Windradeen. It's owned by Ed and Jill Handy, but I call to stage their son and daughter-in-law to receive the prize.



iSENTIA
INFLUENCE • INFORM • INSIGHT

SARINA LOCKE:

Paolo Zegna, head of the 100 year old family fashion house, announcing the 50th Zegna trophy. Four time winners of the prestigious trophy, the Handy's also took out the prize for the Golden Fleece, of 13.9 micron.

Paolo Zegna.

PAOLO ZEGNA:

They just love what they do and they do it particularly well. They live in a lovely farm. Generation after generation they have transmit this love and passion. Obviously there is something in their property. Obviously there is something in the way they do their work. The wool comes out very nice and very much in line with the type of quality.

SARINA LOCKE:

And what's that feel in a suit?

PAOLO ZEGNA:

Zegna's always tried to explain to everybody that fineness itself is not all. Fineness is one of the elements, but in order to make consumer satisfied, wool has to have other characteristics. In the length of the staple, the evenness of the staple, the cleanliness of the staple, the characters of the staple are equally important elements like the fineness.

SARINA LOCKE:

You've taken over 160 journalists on a tour around super find wool growers places, and these are journalists from around the world. What's that aiming to do?



iSENTIA
INFLUENCE · INFORM · INSIGHT

PAOLO ZEGNA:

If you allow me, I would include another 40 journalists from Australia because quite astonishingly a lot of them have never seen a farm. And this is exactly the purpose we had; to show journalists from all around the world the life in the farm. See, touch and live some time with sheep and appreciate the work that wool growers do, the passion, the intensity, the love that they have for their work. It will be fruitful for the growers, for the market, because of them writing nice things, exceptionally nice things about what they have seen that day.

SARINA LOCKE:

Andrew Handy says, of ultra fine wool, that the price is not reflecting their efforts.

ANDREW HUNDY:

Well, we're making money but as to what we have been making in previous years, even previous decades, we're a long way behind the mark at the moment. For ultra fine wool it wouldn't be unrealistic to have prices of between 20 and 35,000 cents for bales of wool, whereas for those bales now you're lucky to realise 2000 cents.

SARINA LOCKE:

Paolo Zegna says that's why his company is working on the marketing. With 560 global stores, 70 of which in China, the fashion house has an air of confidence.

PAOLO ZEGNA:

In fact I know that the price for superfine wool now is not what it should be. But I have kept insisting, saying, we have to deserve a higher price. We know that the cost is getting higher. We know that the passion costs. We need to have the consumer appreciating that. And they need to understand they are driving, when they



iSENTIA
INFLUENCE • INFORM • INSIGHT

are wearing a superfine wool garment, they are wearing something comparable to formula-one. It's not driving a normal four wheel car. And have to appreciate and pay the price for it.

SARINA LOCKE:

You've singled out Australian wool innovation, this time, for it's partnership. And the AWI has been spending more on marketing in China and in Europe, the Gogalmar(*) campaign etcetera. What success do you think that's now having compared to before?

PAOLO ZEGNA:

Before wool was treated as commodity - and for 20 years since my father and uncle would have said, this is wrong. Wool is not a commodity. Wool is such a precious, unique, and limited raw material, that you have to treat it as a jewel. You have to position that jewel at the top end of the market.

SARINA LOCKE:

You buy wool from Mulesed sheep but the award is for sheep that have not been Mulesed. What is the plan?

PAOLO ZEGNA:

It is exactly what you just said. I think that the industry has to work and I feel that everybody is trying its best to achieve a point where sheep don't have to be mulesed any longer. But this is not the reality today so people have to work to find a solution, a viable solution that is sustainable that will allow one day to get to the objective. But the reality today is different we can't say we don't buy wool that comes from Mulesed sheep. We obviously try and push for anaesthetics to be used for the practice of Mulesing. But until the time there is another solution that will avoid extreme pain for the



iSENTIA
INFLUENCE · INFORM · INSIGHT

animals when they are attacked by the flies that is the reality we face, we have to be realistic and this is the position we have reached with the problem.

[End of excerpt]

NIKOLAI BEILHARZ:

Paolo Zegna speaking with our reporter, Sarina Locke. We also heard from Andrew Handy of Mudgee, the family that were the winners of the Superfine Wool trophy.

* * END * *

TRANSCRIPT PRODUCED BY iSENTIA

www.isentia.com