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In wool we trust: Mover makes a Woolmark

A simple but defined statement is how Swiss sports brand Mover describes its relationship with the natural, renewable fibre: In wool we trust.

More than a catch-cry, Mover has long believed in the natural benefits of wool as a superior and lightweight breathable thermoregulator. The company has been at the forefront of skiwear for many years, being a pioneer in the use of wool filling rather than synthetic fibres.

“For us, this is a very logical next step,” Mover owner and Chief Executive Officer Nicolas Rochat said. “Innovation and high quality apparel has long been our signature trademark and partnering with The Woolmark Company puts us in a position where we can further enhance the focus on this.”

Keen to further enhance its innovative approach, Mover has joined The Woolmark Company’s licensing program as part of a new product development and marketing partnership between the thought leader and global authority on Merino wool.

Since the purchase of Mover, and relocating it from Sweden to Switzerland in 2006, Mr Rochat has developed Mover to become a fashionable snow apparel brand whilst maintaining the company at the forefront of technical innovation and development.

Global Category Manager for Sports and Outdoors with The Woolmark Company, Lars Ulvesund said “it is wonderful to be working with Mover as a Woolmark licensee. We look forward to working together to deliver the very best in snow apparel. It is a perfect fit given our collective expertise.

“Innovative developments such as wool-filled jackets and pants together with the evolution of Merino garments in the next-to-skin category represent the fast-changing face of the activewear market. This market continues to see an increasing number of garments made from wool. Mover has long seen the potential for wool in outdoor apparel and this is represented by the variety offered by the brand.”

Mover’s innovative approach to mixing wool with Gore-Tex® rids the need for synthetic insulation and offers maximum breathability and comfort no matter the weather conditions. This outer-layer garment provides a natural way to enhance the pleasure of snow sports and enriches the concept of the layering system. Similarly, Mover’s 2012/13 winter collection used the finest Merino wool for all base layers and liners, allowing an unprecedented level of comfort, warmth and lightness.

[Click here](#) for more information on the benefits of wool in activewear.

For more information on Mover’s innovative and technical apparel, visit www.mover.se.



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About Mover

Originally from Sweden, MOVER is a Swiss company specialized in skiwear and protective thermal regulatory garments. Since 2006 headquartered in Lausanne, Mover is a reliable brand and a true innovator in the sector of stylish and high-performance skiwear. With a passion to create long lasting premium products, our aim is to build trust in garments you wear.

We are proud to engineer, develop and design our products in-house in Switzerland and produce them with highly qualified European manufacturers. 100% European, using natural and local products, promoting local expertise, and reducing our carbon footprint are among Mover's values.

About Woolmark

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 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, biodegradable 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.