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## Does wool promotion lack focus and edge?

Mr Qingnan Wen Chairman of Tianyu Wool Industry Co Industries believes international wool promotion has improved but it still lacks focus and edge. 'Promotion needs to reach the end consumer. It must present the right message about wool, and its properties and benefits if the industry is to flourish. We need to get this message out to a wider consumer audience,' says Mr Wen.

Tianyu Wool Industry Co is one of the biggest producers of scoured wool and tops in the world and the largest in China. It exports around 60% of all wool top produced in China. Last season it was the second largest greasy wool importer into China with 15,488 mil kgs. The company has an annual capacity of 80,000 tons of scoured wool and more than 15,000 tons of tops.

According to Mr Wen the wool industry is falling short in promoting and communicating directly to the end consumer, and in particular to the younger generation.

In our interview Mr.Wen stressed that promotion should be expanded further to some world famous clothing brands and that young people should realize that not only suiting but casual wear can be elegant and luxurious with this natural material. He thinks this needs the effort of whole industry. China is one of the biggest markets and with such a large population more promotion in China would be of great benefit to the wool industry.

Mr Wen believes that wool promotion needs to present consumers with a deeper understanding of wool fibre and its benefits. 'Wool is competing with other fibres and to compete effectively we need to promote wool as suitable for winter as well as for summer wear'. 'For example', he says, 'in an air conditioned office it is better to wear wool. Wool garments can be made to be cool but the mass consumer does not know this. Wool garments are better suited to human physical exercise as it is not sticky to the skin. The Americans have realised this advantage and use wool for sportswear. We need to get this message out to a wider consumer audience', says Mr Wen.

Although the Campaign for Wool and Australian Wool Innovation are engaged in promoting wool Mr Wen believes that there is a need to reach a wider consumer audience than has been achieved so far if wool is to successfully compete with man-made fibres.

As informal dress codes become more acceptable in the workplace, traditional worsted suiting is being used less. An increase in casual clothing provides an opportunity for the wool industry to address the younger consumer. Mr Wen maintains that this is an opportunity to present this new and expanding consumer base information about the advantages that woollen garments provide in casual wear today.

There is an identifiable, new and growing market and a focused campaign to gain their attention is needed.

Mr Wen does not see this happening and urges industry leaders to think again about how best to reach the new and younger consumer.

<http://www.woolnews.net/news/does-wool-promotion-lack-focus-and-edge/>