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## Wool front and centrefold of L'Uomo Vogue magazine

Superfine woolgrowers may be struggling financially, but their product has reached the pinnacle of fashion magazines.

The entire March edition of Italy's L'Uomo Vogue is given over to Australia, and its centrefold is wool.

Franca Sozzani, editor of L'Uomo Vogue and Vogue Italia, describes wool as 'versatile'.

"It's really become like a fibre that you can use it in so many different ways.

"Sometimes it looks like silk, sometimes it looks like very heavy. It's so incredible the ways that you can use it."

The March edition of L'Uomo Vogue, with 300,000 readers and a global circulation, is called Powerful Australia.

It features Australia's biggest exports; our celebrities, Oscar winners Cate Blanchett, and Catherine Martin, director Baz Luhrmann, actors Hugh Jackman, Nicole Kidman, singer songwriter Nick Cave, all Australian, almost all wearing some design in wool.

Editor Franca Sozzani explains the collaboration between Italy and Australia's Woolmark.

"First is the great connection with fashion and wool, our districts Loro Piana and Zegna... and our best quality comes from here.

"We started to talk about Australia, and found it is a creative country.

What's impressed Franca Sozzani is the quality.

"It makes the difference between Italy and any other country. The quality of Australian wool makes it even better."

She says never before has natural fibre been so important.

"The sustainability, we have gone so far to producing pollution and CO2, that now we need to go back to something much more natural."

Stuart McCullough, head of Woolmark, says it's remarkable the brand has reached 50 years, because it was shelved for decades.

"In the 60s and 70s, Woolmark was very high in the fashion triangle. In the 80s it floated down in the fashion triangle and money was thrown at it to position it anywhere it could be, and the same in the early 90s.



**PHOTO: L'Uomo Vogue backs wool at a three-day fashion and culture event at Sydney's Biennale. Franca Sozzani is on the left, next to AWI's Stuart McCullough, Edwina McCann of Vogue Australia and NSW minister Andrew Stoner. (Supplied, Woolmark)**



**AUDIO: Franca Sozzani, editor L'Uomo Vogue on the value of wool (ABC Rural)**



# AWGA - News Update

But he says in the late 1990s other wool producing countries pulled out like New Zealand, Britain, South America, the last being South Africa who abandoned Woolmark in 2002.

No money was invested between 1995 and 2010, which is when Mr McCullough took over as CEO.

It's coincided with a wool poll vote to boost the marketing spend on wool to 60 per cent of the levies, and Mr McCullough makes no apologies for that shift.

"We think fashion filters down, not up, and while I'm there we'll continue to position that logo at the pinnacle of fashion design."

Franca Sozzani says wool should be paraded because it is the pinnacle of all natural fibres.

<http://www.abc.net.au/news/2014-03-27/vogue-wool/5349134>