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The Campaign for Wool celebrates the fourth annual Australian Wool Week 2014



Merino rams wearing wool in Chapel Street, Melbourne.

The Campaign for Wool, of which HRH the Prince of Wales is patron, is proud to celebrate Wool Week with some of Australia's top fashion and design retailers, including Country Road, M.J. Bale and Sportscraft. The Campaign for Wool aims to educate consumers about the fibre's unique, natural benefits, spreading the message to "Live naturally...Choose wool".

During Australia's fourth Wool Week celebrations from May 11 to 17, Melbourne's Federation Square will take centre stage and play host to a colourful wool installation, with various shopping destinations across Australia also taking part in the action-packed festivities.

Australian Wool Innovation (AWI) CEO Stuart McCullough comments, "It is encouraging for Australia's woolgrowers to see the growing number of wool and wool-rich products available within the local market place. The Campaign for Wool and its global Wool Week celebrations not only give consumers the chance to discover first-hand the naturally inherent benefits of Australian wool, but also showcases the fibre's versatility.

"Australian Wool Innovation is proud to partner with the global Campaign for Wool and this is the fourth consecutive year we have supported Wool Week in Australia, urging all Australians to live naturally and choose wool."



Fred the ram and handler Jim Murray visit Melbourne.



AWGA - News Update

To help celebrate Wool Week Australia, a two-day exhibition is to be constructed at Federation Square May 15 and 16. Australian artists Chaco Kato and Dylan Martorell have collaborated with the Campaign for Wool to create a giant 10m x 10m sculpture to hang centre stage at The Atrium at Federation Square. Showcased within the sculpture will be displays of wool in fashion and furniture, yarn spinning and knitting demonstrations, all of which pay homage to the Campaign for Wool and the fibre's eco-credentials as a natural, renewable and biodegradable fibre.

Country Road, M.J. Bale, Workshopped, Koskela, Bugaboo and CAMILLA AND MARC are some of the brands that feature in the Wool Week display, showcasing wool in everyday life. Accompanying the retailers will be sheep and lambs, completing the story of wool from farm through to consumer.

Australia's top fashion retailers and designers are celebrating Wool Week with their new season in-store merchandise made with wool and beautiful in-store installations and window displays. Participating brands include:

- Sportscraft
- Jac+ Jack
- CAMILLA AND MARC
- Country Road
- M.J. Bale
- Harrolds
- Bugaboo
- Gazman
- Cable Melbourne
- Gainsborough
- Obus
- Kookai
- Sambag
- Snowdrop Merino
- Metalicus
- I Love Mr. Mittens
- Workshopped
- Koskela
- Australian Country Spinners
- Woolerina
- MiniJumbuk
- Rasiner
- Peter Horobin Saddlery
- Illawarra Feltmakers
- Tasmanian Wool Centre
- Tooralie
- Wool Products Australia



Jac+ Jack celebrates its love for wool during Wool Week with the introduction of a selection of Woolmark-certified Merino wool knitwear for the upcoming winter season. The collection - a study in tonality, modernism and non-statement - includes some of the most beautiful wool in the world from specialist Italian mills in an essential palette of black, white, navy, cream and canvas.

Renowned Australian fashion label CAMILLA AND MARC has created a capsule collection based on Merino wool featured in their second Winter range.

Incorporating Merino wool into the CAMILLA AND MARC collection was an organic process for designers Camilla Freeman-Topper and Marc Freeman.

"We went with a fine, medium weight Merino wool so we could get the variance in body and softness. The wool lends itself to an overall luxurious feel, very relaxed weekend wear with that element of evening wear which you see in the dress," explains Freeman-Topper.



AWGA - News Update

Throughout Wool Week, windows of the CAMILLA AND MARC's Glenmore Road Paddington, NSW and High Street Melbourne stores will be dedicated to the beautiful home grown fibre.

CAMILLA AND MARC's second winter range is available in store now.

In 2014 Sportscraft celebrates 100 years of Australian lifestyle and launches a limited edition Iconic Collection, available during Wool Week. The collection is a modern interpretation of pieces that have been found in Sportscraft's century-long archives, including Woolmark-certified garments celebrating Sportscraft's longstanding partnership with the Woolmark brand. The Iconic Collection campaign sees eight iconic Australians wearing the collection including five Woolmark-certified pieces. The campaign features, fashion model Samantha Harris, rugby legend Nick Farr-Jones, restaurateur and TV presenter Kylie Kwong, media icon Ita Buttrose and Bondi Rescue star Anthony 'Harries' Carroll.

Share your photo of Fred and Win #imetfred

Celebrity Merino ram Fred, who is fast becoming a media sensation after his meeting with HRH The Duchess of Cambridge, will visit popular shopping centres and strips in Melbourne for photo opportunities with the public. People are encouraged to post their pictures with Fred to Instagram to put the spotlight on wool and use the hashtag #imetfred for the chance to win a Country Road winter wardrobe voucher worth \$500.

How to meet Fred in Melbourne during Wool Week:

Sunday 11 May, Chapel Street, South Yarra 11am to 4pm
Monday 12 May, Bourke Street Mall, Melbourne 11am to 2pm
Monday 12 May, Cable Melbourne, Armadale 3pm - 4pm
Tuesday 13 May, Southland Shopping Centre, Cheltenham 11am to 3pm
Wednesday 14 May, The Emporium - M.J.Bale, Melbourne 11am to 3pm
Thursday 15 May, The Atrium Federation Square, Melbourne 9am to 5pm
Friday 16 May, The Atrium Federation Square, Melbourne 9am to 5pm

For a full list of Terms and Conditions please visit www.woolmark.com/imetfred.

About Chaco Kato and Dylan Martorell

Australian artists Chaco Kato and Dylan Martorell have been collaborating as Slow Art Collective since 2009. Together, they focus on creative practices relating to DIY culture, environmental sustainability, material ethics, and collaboration. They intertwine art, architecture, music and environmentalism and their output takes the shape of more ephemeral forms as well as physical interventions in built structures.

Chaco Kato is best known for her ephemeral, open-ended playful installations and she is very interested in blurring the boundaries between artist and audience.

Transience, improvisation and collaboration form the basis of Dylan Martorell's music-based art practice, which is drawn to ways in which music travels through space.

The Woolmark Story

In 1964, the iconic Woolmark symbol was born.

Its purpose: to act as an independent quality assurance of every product it adorns - more than 5 billion of them, so far, making the Woolmark brand the best-known textile quality brand in the world.



AWGA - News Update

As the global authority on Merino wool, The Woolmark Company works with the global textile and fashion industries at every level, developing better textiles and driving consumer demand.

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.

The story begins with the farmers who rear Merino sheep to grow and harvest the highest quality wool known to man. Working with textile mills from Japan to Italy and everywhere in between, The Woolmark Company invests heavily in research and development, advancing the fibre and inspiring the world's leading fashion designers to craft garments from Merino wool.

For 50 years, the Woolmark logo has strived to showcase the extraordinary versatility and innate luxury of Merino wool, creating a fleece that to this day is coveted across the globe.

www.woolmark.com

About The Campaign for Wool

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool and promote wool and wool-rich products to an international audience to help support and grow the wool industry. Run by a coalition of industry groups convened by HRH The Prince of Wales, the campaign works to engage consumers through exciting fashion, interiors, artisan and design lead activities centring around Wool Week each year.

www.campaignforwool.org