



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

PRESS RELEASE SEPTEMBER 2014

Commemorating its 5th year, The Campaign for Wool celebrates Wool Week 2014 with a host of activity set to make it the most memorable year yet

Wool Week is back from the 6th – 12th October and this year is set to be bigger than ever. 2014 marks The Campaign for Wool's 5th year and with HRH The Prince of Wales the patron, still very much at the forefront of the campaign, the awareness surrounding wool continues to go from strength to strength and its profile among the public is at an all-time high.

Always at the forefront of pushing boundaries in creating exciting and original initiatives, this year promises to be no exception. There is a whole host of activity planned to showcase the best wool has to offer across fashion and interiors.

Wool Ride

To officially mark the start of Wool Week, The Campaign for Wool will be kicking off with the highly anticipated Wool Ride, taking place on Sunday 5th October. Prepare to be caught up in the frenzy as 300 wool-loving cyclists take over Central London for this one-of-a-kind experience. Wool Ride is an interactive 13.4 mile cycle event scouring the streets of London to create awareness about the incredible versatility of wool in fashion, furnishings and everyday life.

A host of wool activity is planned on route with The Campaign for Wool's partner retailers supporting with creative window displays and engaging in-store activities for everyone to enjoy. Brands such as Anderson and Sheppard, Gieves & Hawkes, Marks & Spencer, Jigsaw and Barbour are all contributing. Starting and finishing at Potters Fields, the Wool Ride will transport those participating through the famous sites and main attractions of central London passing through London Bridge, Buckingham Palace, Westminster, Knightsbridge, Park Lane and Regent Street. A focus on key destinations will be prominent throughout the ride, especially areas made famous for being advocate users of wool such as the iconic Jermyn Street.

Wool Ride will also act as a hub of entertainment and activity for the friends and families.

Wool Collection Fashion

This year, The Campaign for Wool's brand partners have nominated their favourite wool items from AW14 collections to present a comprehensive view of what's new and exciting in wool. From high-street to bespoke, the Wool Collection offers fashion lovers an amazing selection of the best coats, knitwear, tailoring and accessories to wear this coming winter.

Each brand will be promoting their contribution to the collection online and in store. A digital exhibition will run live on The Campaign for Wool's website during Wool Week, (6th – 12th October 2014).

Participating womenswear brands include: Brora, Christopher Raeburn for Barbour, Daks, Harvey Nichols, Christopher Wijnants, Jigsaw, Jaeger, John Lewis, John Smedley, Johnston's of Elgin, Pringle of Scotland, Richard Nicoll, Sibling, Vivella, Wool and the Gang and Caroline Charles

Participating menswear brands include: Austin Reed, Brora, Barbour, Daks, Gieves & Hawkes, Jigsaw, John Lewis, John Smedley, Johnstons of Elgin, Lyle & Scott and Richard Nicoll.

Sheep Shearing: From Source to Scarf complete with a pen of sheep to create the story. To keep everyone refreshed and of those taking part. Potters Fields will become a creative focal point of wool and textiles with demonstrations and talks on The Story of Wool: A Good Yarn and energised, a marquee will be erected offering seating, food and beverages in addition to a stage hosting live music, a bicycle duo performance, speeches and prize giving.

In addition, the Campaign for Wool brand partners will be rolling out a selection of fun and immersive retailer activity during Wool Week. Brora's flagship store on Symons Street, Sloane Square, will play host to a scarf knitathon whereby consumers are encouraged to pitch in and contribute towards the making of a bespoke giant scarf that will be auctioned off for charity. John Lewis' Oxford Street store are to hold a series of masterclasses with experts such as the critically acclaimed Erika Knight offering consumers an exclusive insight into the industry and their mastered craft. John Smedley's flagship store on Brook Street will undertake a makeover throughout Wool Week as it covers the store in a sculpture made from raw New Zealand Wool alongside an interactive app whereby consumers can trace the sustainability of wool used in specific garments. Lyle & Scott are to take over the window displays in their Beak Street store and display a selection of items made by students from Central Saint Martins. To top it off, DAKS are showing their support by offering a 10% discount off all products during Wool Week.

Wool Collection Interiors

The launch of WOOL COLLECTION INTERIORS will see a curated edit of over fifty wool interior pieces, including a selection of specially commissioned items. The WOOL COLLECTION will showcase innovative and diverse design highlighting the natural beauty and practical functionality of real wool. All items are available for sale from WOOL COLLECTION partners.

WOOL COLLECTION; INTERIORS will be exhibited at London's Southwark Cathedral during Wool Week - open from 5th - 12th October 10am - 7pm daily (8pm on Thursday) Admission is free.

A series of 'Meet the Maker' Talks will run over the week - please see website for details of limited tickets available soon. **WOOL COLLECTION: INTERIORS** proudly includes -

Stunning bespoke items - Weftfaced will reproduce the Tirra Lirra painting by Gillian Ayres in wool tapestry. Tai Ping will produce the Edward Fields Desert Rose design. Angela Wright will install a new wool and art feature within Southwark Cathedral.

High Street and on-line brands, John Lewis, Marks and Spencer, Heals, The Conran Shop, sofa.com, Anthropologie, SCP, Toast, Jonathan Adler and London Transport Museum.

Stunning rugs and flooring from Christopher Farr with El Ultimo Grito, Roger Oates, Edward Fields by Tai Ping, Jacaranda, Alternative Flooring with Margo Selby, Axminster Carpets, Brintons, Kingsmead, Ulster Carpets.

Fabulous furnishings, fabrics and throws from Designers Guild, Ludvig Svennson with Assemblyroom, Modus Furniture with Sir Kenneth Grange, Hainsworth, Camira Fabrics with Allermuir, Osborne and Little, Ligne Roset, Christopher Farr with Kit Kemp, Mark Alexander, Bute, Melin Tregwynt, Tracy Kendall, Kvadrat, Bailey Hills, Wallace Sewell, Abraham Moon and Galvin Brothers, Ptolemy Mann and Rugmaker, Beatrice Larkin with Daysford, Stansborough NZ and Damson and Slate.

Delightful decorative items and accessories from Solva Woollen Mill, Brave Production, Naomi Paul with lighting, Marie Wallin and Rowan, Krafthaus, Mary Goodman, Cherchbi, MillaMia, Georgia Bosson, Melissa Watts and Maud Designs, Hey-Sign, Dashing Tweeds, Pure Lana and Pentreath and Hall with Fine Cell Work.

WOOL FRINGE - Small selection of student award winners and innovative design concepts from the UK and New Zealand will also be on display.

ONEWOOL - The Campaign's international promotion to celebrate the beauty and diversity of real wool in interior products will launch an online gallery during Wool Week 2014. Featuring fabric, furnishings, floorings and art, the gallery will offer the biggest online library of wool interior items in the world with partners having a unique gallery window with their ONEWOOL product displayed. Visit www.onewool.com or via www.campaignforwool.org from Wool Week.

LoveWool - the Campaign's community focus launches **PicKnit** platform to encourage those knitters, weavers, felters, crochet fans and crafters the chance to be part of Wool Week. Hosting a PicKnit brings the wool loving community together and the Campaign has invitations and ideas on the website for wool fans to host their own event and get family and friends together to celebrate wool. Free sheep cushion patterns are also available for download at www.campaignforwool.org from October.

Growing in participants and momentum, 2014 sees The Campaign for Wool develop a fully immersive campaign during Wool Week, with a variety of exciting events and inspiring initiatives with the aim of highlighting wool as a natural, renewable and biodegradable fibre.

For more information about the Campaign for Wool visit: www.campaignforwool.org/for press materials, images or samples please contact Lauren Keating on +44 (0)207 845 7800 or lauren@thismission.com.

@Campaignforwool #woolweek

Notes to Editors:

When HRH instigated the Campaign, one of its primary goals was to boost the price of wool to farmers to deter them from quitting the industry.

In 2008, when HRH was conceiving the Campaign, the average return to producers of the wool clip in Britain had fallen to a low of 33p per kg.

Three years later, in 2011, the producer return had more than tripled to a high of 124p per kg. Wool prices have always been volatile, but the current producer return averages 104p per kg, a threefold rise on pre-Campaign levels.

As the demand for wool declined (with consumers buying carpets and clothes made from synthetics instead), so the number of sheep fell.

In fact, sheep numbers had been declining steadily since the Second World War, and many considered it a given that the trend was irreversible, and numbers would continue to fall.

However in 2010, as the Campaign for Wool gained momentum and publicity, numbers first stabilised in the UK at 21.3 million, then rose by 700,000 in 2011 to 22.0 million and then rose again in 2012 to 22.9 million. (Source: UK Agricultural Census, DEFRA). These figures include approx 8 million lambs

In Australia, after three decades of decline in sheep numbers, the total fell to 70 million in 2008, first stabilised in 2010, and then rose to 72 million in 2013. This was the first increase in numbers since the Eighties.

Wool Characteristics

NATURAL

Wool is a 100 per cent natural fibre, not man-made. Sheep have evolved to produce a fibre that has become one of the most effective natural forms of all-weather protection known to man.

CREDIT: Wool Week UK, 6th - 12th October 2014

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool and promote wool- predominant products to a national 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 activities around Wool Week.

RENEWABLE

Every year sheep produce a new fleece, making wool a renewable fibre source. Woolgrowers actively work to improve efficiency and care for natural resources, endeavouring to make the wool industry sustainable for future generations.

BIODEGRADABLE

When a natural wool fibre is disposed of in soil, it takes only a few years to decompose. Most synthetics on the other hand, are extremely slow to degrade.

NATURAL INSULATOR

Wool can insulate the home, providing and retaining heat and warmth, helping to reduce energy costs and prevents the loss of energy to the external environment, and so reduce carbon emissions.

BREATHABLE

Wool has a natural structure which allows it to absorb and release humidity, either in the atmosphere or perspiration from the wearer. It is able to acclimatise to individual environments – ensuring that the wearer is never too hot or too cold. Wool has a large capacity to absorb moisture vapour (up to 30 per cent of its own weight) next to the skin making it extremely breathable.

RESILIENT

A wool fibre can be bent 20,000 times without breaking, and has the power to elongate, stretch and recover – this is why wool products last for years. Wool maintains appearance in the longer term, adding value to the product and its lifespan. Natural wool has a wonderful hue, and when dyed wool is colourfast.

MULTI-CLIMATIC/ TRANS-SEASONAL

Merino wool is active, reacting to changes in one's body temperature to keep you warm when you're cold but releasing heat and moisture when you're hot.

ELASTIC

The natural elasticity of the Merino fibre means it stretches with the wearer, but then returns to its natural shape, so there is less chance of garments sagging or losing their shape.

EASY CARE

Recent innovations mean wool items are no longer hand-wash only. Many wool products can now be machine-washed and tumble dried. Wool fibres have a natural protective layer which prevents stains from being absorbed; they also pick up less dust as they are static resistant.

ODOUR RESISTANT

Wool locks away odour molecules, which are only released upon washing. And because wool absorbs moisture vapour, it reduces the amount of sweat left on the body, therefore reducing the amount of odour produced.

A SAFE SOLUTION

Wool has a naturally high level of UV protection, which is much higher than most synthetics and cotton. Wool is naturally flame retardant due to its high water and nitrogen content, has a higher ignition threshold than many other fibres and will produce less toxic and noxious fumes that cause death in fire situations. Wool is not known to cause allergies and does not promote the growth of bacteria. Wool can reduce floating dust in the atmosphere; the surface of a single wool fibre is covered in microscopic scales that will trap and hold dust in the top layers until vacuumed away.

For more information please visit <http://www.campaignforwool.org/news-item/wool-week-is-back/>