Wool
- From fiber to fashion

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CONSUMER AND INDUSTRY TRENDS

- Luxury for less
- Less formal more casual
- Environmental footprint
- Provenance
- Functionality creates value

American wool has features making it ideally placed to fit these trends
WOOL HAS SCALES – SO WE CAN...

- Make them thinner - and the fiber becomes smoother
- Make wool feel like cashmere and look like silk
MERCERISED

- Softness and luxury
- Next to skin comfort
- Machine washability
- Vibrant colors
WOOL HAS SCALES – SO WE CAN...

- Deliberately shrink the garment
- Felting
- Creates texture and density
BOILED WOOL

- Normal and easy care yarns twisted and knitted.
- Garment felting
- Texture that is unique to wool
- Wind resistance for additional warmth in winter
MOTTLED WOOL

- Random spots of felting and non-felting in the yarn
- Knitted garment felts in random patches
- Unique mottled appearance
- Random texture effects
DEVORÉ WOOL

- Screen printing
- Special binder creates non shrink areas
- Garment washing creates opaque (felted) and transparent (non-shrink) pattern
- Mock Devoré
WOOL HAS SPECIAL CHEMISTRY – SO WE CAN...

- Trap or repel colors
- Move the water molecules around
- Use wool’s DNA which is coiled like a spring
VINTAGE WOOL

- Wool yarns dyed with cotton dyes
- Dyes cannot penetrate surface chemistry of wool very well
- Color fades and creates vintage look during industrial washing
- Denim looks for knits, jersey and woven wear
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CRINKLE WOOL

Knitwear
- Random creases in fine gauge knits
- Due to fiber springiness
- Creases can be fixed in water
- Permanently creased, lightweight but warm knitwear

Wovenwear
- Random creases formed during fabric finishing
- Relaxed formal wear
- Permanent to cleaning
- Consumer trends drive innovation
- Luxurious softness
- Casual looks and textures
- Wool is versatile and contemporary
Thank you