

PRESS RELEASE JULY 2015 

**Wool Week 2015**

**July 2015 – This October The Campaign for Wool will mark its sixth successful year with its annual ‘Wool Week’. Taking place from the 5th – 11th, Wool Week will celebrate everything woolly with a week of activities around the UK**

From 5th – 11th October, Wool Week will see over 100retailers and many leading fashion, interior and craft brands from across the UK unite to highlight the innovative ways in which wool is used. Over the course of seven wool-filled days, the public will have the opportunity to participate in an exciting line-up of activities taking place across the country. This year’s Wool Week highlights include:

 **Woolly Films**

For the first time The Campaign for Wool has partnered with YouTube favourite Chris Cohen and commissioned a series of four feel good videos; *‘No Sweat’, ‘Sheep of The Year’, ‘Girl at the BAAA’* and *‘Braaad Pitt’*. Featuring sheep and other animals, these videos highlight the benefits of wool for consumers in a humorous way.

The four videos will be launched weekly from mid-September, culminating in Wool Week from 5th – 11th October.

**Incrediwools**

The Campaign for Wool highlights key figures in wool today with a series entitled, The Incrediwools. Celebrating the breadth and diversity of the wool industry, The Incrediwools series will include knit designers Wool & The Gang, interior and textile designers Donna Wilson and Bea Larkin, Harris Tweed Hebrides Creative Director Mark Hogarth, photographer Ian Lawson, merino childrenswear brand Smalls and designers Ally Capellino, Douglas Cordeaux and Jeremy Hackett.

The Incrediwools series will appear across The Campaign for Wool’s global platforms including campaignforwool.org and social channels.

**Woolly Hat Day**

On Friday 9th October, The Campaign for Wool will be supporting ‘Woolly Hat Day’ in support of The Mission to Seafarers charity that provides care for seafarers around the world. Across the UK, The Campaign for Wool will encourage its partners and retailers to put on their finest woolly hats to raise money and support this important cause. New woolly hat patterns from Marie Wallin, Craft Revolution, Wool and the Gang and other leading knitwear designers will also be available online.

**Wool In Fashion
Savile Row – Sheep on the Row**

One of the largest public events will take place on Savile Row - the centre of men’s luxury tailoring in London - on Monday 5th October 2015. The iconic street will be transformed into a luscious green pasture, covered in turf with two sheep breeds and barn themes; one focusing on the landscapes of the UK and New Zealand complete with a flock of Exmoor Longhorns, a strong wool sheep, the other promoting the finer wools of Australia and South Africa with a flock of Merino sheep. A ‘tableau vivant’ model presentation that brings together British mills, Savile Row, West End and London City bespoke tailors will showcase 27 pieces of bespoke menswear and demonstrate the versatility that can be found in wool from the four corners of the Commonwealth. Members of the public will have special access to the archives of some of the world’s most famous tailors and be exposed to the intricate processes involved in processing wool from the fleece through to fabric; thus immersing themselves in the values of The Campaign for Wool.  **Wool in Fashion**

The Campaign for Wool has chosen a key edit of woolly items for AW15 from brands including, Abraham Moons & Sons, Anderson and Sheppard, Barbour, E.Tautz, Finisterre, Harris Tweed Hebrides, Holly Fulton, Jaeger, Jigsaw, Marks and Spencer, Pringle of Scotland, Topshop and Wool & the Gang. The edit has been styled by Luke Day and shot by Nick Leary on location in Scotland featuring model Devon Windsor. In addition to the creation of stunning fashion photography, a film captures the journey of wool across the highlands of Scotland – a love story. The love of wool, the feeling it imparts emotionally and physically and the love of nature.

**Retailer Activation**

For the 6th year running top high street retailers and designers will unite to celebrate wool garments in their collections and stores. Hackett with be working closely with Fox Brothers & Co. in support of Wool Week developing promotional activities and campaigning Hackett’s Autumn/Winter wool products. Finisterre have an exclusive arrangement with Devon Fine Fibres to provide the entire Bowmont fleece, spun, knitted and produced in the UK, making up a limited range of jumpers and beanies that this will be launched during Wool Week.

**Wool In Interiors**
**The Wool Lounge**

A wool lounge has been designed to showcase some of the top interior styles for the coming season. Fabulous flooring, fabrics and furnishings are all included and capture the versatility of real wool for design and decor in the home.

**‘Raise the Baa’ - An Exhibition of Wool Landscape and Wool Interiors**

Wool Week will see the launch of a pop up exhibition in central London which will feature stunning imagery from landscape photographer Ian Lawson and The Campaign for Wool’s inspirational interpretation of these into highly styled interior photography. This exhibition, which pays tribute to 2015 as the Year of the Sheep, conveys the vital part sheep and landscape play in the wool textile industry. The exhibition will also feature some of the products used in the interior image photographic shoot and some craft workshops.

**Heals Talks**

The design topic Country Style, forms part of the interiors activity this year with a Wool Talk within Heals, London on 8th October from 6pm. Featuring a specialist panel of designer makers, the event focuses on the subject ‘Wool in the Modern Country Home: colour, pattern and texture’. (Ticket reservation only)

For more information about The Campaign for Wool visit: [www.campaignforwool.org](http://www.campaignforwool.org)

 @Campaignforwool #ChooseWool

For questions regarding the Campaign for Wool and Wool Week, images or social please contact:

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Notes to Editors:

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool, promote wool-rich products to a national audience and help to 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.