



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

PRESS RELEASE

The first ever Wool Conference takes place at Dumfries House in Scotland today

Sir Paul Smith, Livia Firth, David Gandy, Nicholas Coleridge CBE and M&S CEO Steve Rowe in attendance



Today, 9th September 2016, the first ever Dumfries House Wool Conference is taking place; a gathering of key members of the fashion, interiors and wool industry organised by The Campaign for Wool and supported by Marks & Spencer. This event, which has been referred to by HRH The Prince of Wales as the '*Davos of Wool!*', is the largest and most prestigious international gathering of wool experts ever held in the United Kingdom. Animal welfare, sustainability and quality, environmental issues and slowing down fast-fashion turnover will be discussed during the conference.

Confirmed guests and participants include Steve Rowe, Marks & Spencer CEO; British designer Sir Paul Smith; Paolo Zegna, chairman of Ermenegildo Zegna; Nicholas Coleridge CBE, President of Condé Nast International and Chairman of The Campaign for Wool; Alan Savory, President and Co-Founder, The Savory Institute; Alan Folwell, Chairman of Adam Carpets; Livia Firth, Founder and Creative Director of Eco-Age and super model David Gandy, the face of Marks & Spencer.

These industry leaders and other key speakers will discuss the future of the wool industry, key objectives to achieve in the years to come, how the business can be supported by the the four main funding nations of The Campaign for Wool and the challenges the fashion and interior sectors face.

As part of the event, The Campaign for Wool and the International Wool Textile Organisation will preside over the signing of The Dumfries House Wool Declaration. "Custodians of the wool industry" will ensure a commitment to protect the environment, uphold the best possible practices for sheep welfare, growing, trading, manufacturing and selling wool, and wool-related products at all times.

The Dumfries House Wool Declaration will agree, among other things, that the major wool growing countries conform to the strictest standards of animal welfare as embodied in the IWTO Specifications for Wool Sheep Welfare. The IWTO Specifications are premised on the Five Freedoms of Animal Welfare as set forth by the World Organisation for Animal Health (OIE): freedom from hunger and thirst, freedom from discomfort, freedom from pain, injury or disease, the freedom to express normal behaviour, and freedom from fear and distress. The Five Freedoms also form the basis of national animal welfare legislation in each of these wool growing countries.

For more information about The Campaign for Wool visit: www.campaignforwool.org

@CampaignForWool #WoolWorks

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

Lucy Hirsch, Senior Account Manager

Mission

Lucyh@thisission.com

Or alternatively

woolteam@thisission.com

0207 845 7800

Notes to Editors:

¹ Referred to by HRH The Prince of Wales in his video address to the IWTO Congress in Sydney in February 2016, recorded at St Jame's Palace on 16th February 2016.

[About The Campaign for Wool:](#)

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 centering around Wool Week each year.

The Campaign for Wool is jointly funded by the world's largest wool organisations which represent sheep farmers across the globe. Key nation partners include the British Wool Marketing Board, Australian Wool Innovation/The Woolmark Company, Cape Wools South Africa and Campaign for Wool New Zealand. All have shown incredible support and contributed to the global success of The Campaign for Wool since its inception.

[About Wool:](#)

Wool is a fibre of infinite potential with a vast array of benefits. Completely natural, sustainable and recyclable, this superior fibre is both versatile and durable with many unique performance properties unbeknown to consumers.

Dumfries House

Dumfries House was saved for the nation in 2007 by a consortium led by The Prince of Wales. Dumfries House has led the way in providing 'heritage-led regeneration' for the local community and has become a hub of charitable activity.

<https://dumfries-house.org.uk/>