



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

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Heralding its 7th year, The Campaign for Wool announces UK Wool Week 2016, 10th - 16th October

September 2016 – This October, The Campaign for Wool will mark its seventh successful year with its annual ‘Wool Week’. Taking place from the 10th – 16th, Wool Week will celebrate everything woolly with a week of activities in London.

Retailers across the UK from leading fashion, interior and craft brands, will unite to highlight and educate consumers on the natural benefits of wool. The seven woolly-filled days will give the public the opportunity to participate in an exciting line-up of activities taking place across the country.

This year’s Wool Week highlights include:

Wool BnB: Living With Wool

To mark the celebrations, The Campaign for Wool will be opening the first ever ‘Wool BnB’, where everything from interiors to fashion will be made of Wool.

The BnB, located in London, will be welcoming guests to a cosy sitting room and snug entirely decorated with wool products. Bedrooms will be fully equipped with luxury wool filled mattresses, pillows, duvets, cosy blankets and nightwear, bringing to the forefront the benefits of wool in aiding a good night’s sleep. The Campaign for Wool brand partners will kit out the whole house including a wool-kin wardrobe showcasing iconic wool pieces from prestigious brands across luxury, fashion, interiors and craft. Under one roof, The Campaign for Wool will demonstrate how living with wool can be beneficial from head to toe, ceiling to floor and everything in between.

The ‘Wool BnB: Living with wool’, will launch officially for ‘Wool Week’, during which media and consumers are invited to visit the BnB to learn more about wool as a fibre and take part in workshop evenings, interactive talks, film screenings and styling sessions. Woolly overnight stays will be available exclusively following Wool Week. Lucky consumers will be offered a once in a lifetime opportunity to experience living with wool first hand.

On The High Street

For the 7th year, high street retailers and brands will unite to celebrate Wool Week and 'all things wool' supporting The Campaign for Wool through Autumn collections, stores and online. Key activities will take place to promote wool as a natural, renewable and biodegradable fibre at [John Smedley](#) and [Bicester Village](#), [Jack Wills](#), [Bella Freud](#), [Johnstons of Elgin](#), [Walker Slater](#), [Jigsaw](#), [Genevieve Sweeney](#), [Marks and Spencer](#), [Smalls](#) and others. Bicester Village will have a complete wool-takeover, commencing with the launch of a wool pop-up boutique on 13th October. The pop-up boutique will feature [Chinti & Parker](#), [Pringle of Scotland](#), [John Smedley](#), [Brora](#), [Markus Lupfer](#), [Crumpet](#), [Johnstons of Elgin](#) and [Ross Barr](#). All other boutiques around Bicester Village will bring wool to the forefront during Wool Week. Retailers taking part in Wool Week will use the late night opening on Thursday 13th October for Wool Night Out. Full of engaging activities and events, this evening will educate and encourage consumers to think wool, shop wool and wear wool.

Woolly Hat Day

On Friday 14th October, The Campaign for Wool is teaming up with its friends at 'The Mission to Seafarers' to fundraise and support their incredible work. For Woolly Hat Day, we are encouraging all the wool loving community, commercial and individual, to host an event - it could be knitting hats, scarves or maybe examining details and techniques of the fisherman's sweater - a history discussion around the classic gansey perhaps. Everyone is encouraged to activate their event topics and tactics, but remember to keep it woolly. Woolly donations can be sent by Texting WOOL11 to 70070 - and don't forget to share those pictures #WoollyHatDay. The organisation was founded to assist seafarers in times of trouble across the world. Missiontoseafarers.org

Design Centre, Chelsea Harbour: 'Baaatique' Hotel

Design Centre, Chelsea Harbour, Europe's leading design destination, will partner with The Campaign for Wool. Showcasing wool from some of the most prestigious names in the interior design industry, the 'Baaatique' Hotel installation will be specially commissioned for the event. Part of a wider trend in hospitality design to create more multi-functional spaces, it is a witty take on work, rest and play. Redefining luxury in hotel interiors, visitors can delight in the beauty, quality and comfort of wool fabrics and carpets in the Meet Me in the Baaa Bar and the Not Counting Sheep bedroom.

Alex James: Slowing Down Fast Fashion

A new and exciting documentary, Slowing Down Fast Fashion, presented by Alex James, will be screened during Wool Week, at The Campaign for Wool BnB. Revealing the issues relating to global fashion production, Alex takes a deeper look into the world of fibres and assesses the benefits and issues relating to biodegradability, landfill and safety. The film is now available to download on [Amazon Prime](#).

#WoolWeek #ChooseWool #Wool

Notes to Editors

[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.

[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.

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For more information about The Campaign for Wool visit:

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