



# WOOL FUSION



THE CAMPAIGN FOR WOOL  
Patron: HRH The Prince of Wales

# Welcome to Wool Fusion...

This event has been created by the Campaign for Wool to celebrate Wool Week 2017. Featuring a stunning collection of photography surrounded by fashion, flooring, fabrics, furnishings and film too.

Intended to celebrate the natural beauty and true versatility of wool through artful and innovative imagery surrounded and immersed in the tactile and sensory experience of natural wool products. Designers, makers and manufacturers constantly push the boundaries of this amazing fibre. We commend the talent and commitment of the wool textile industry which chooses wool as the superior, sustainable fibre for the world we live in today and the one we want to leave behind for the next generation.

## Wool is...

Structured  
Sustainable  
**Versatile**  
Long-Lasting

Renewable  
Breathable  
**Beautiful**  
Tactile  
**Safe**

Warm  
Soft  
Comfortable  
Planet-friendly  
**Natural**  
Bio-degradable  
**Durable**  
Child-friendly  
Hypo-allergenic

Strong  
Smart  
Insulator

# WOOL FUSION

## From the Land comes the Wool

The interiors imagery seen within this exhibition was produced to a creative Brief that was given during the Year of the Sheep in 2015.



The art director, curator and stylist - Arabella McNie and photographer Chris Everard were asked to collaborate on a project that took inspiration from the photographic work of Ian lawson - a landscape photographer based in Cumbria.

Ian lawson has spent ten years capturing the landscape and wool industry of the Hebrides and the Lake District. His art books are a monumental tribute to his commitment to visual story telling which fuses the land, the sheep and the wool.

The photographic Brief was given to McNie and Everard by Bridgette Kelly, Interior Textiles Director of the Campaign for Wool. Kelly asked for a creative response to Lawson's imagery that portrayed the stunning products made from the fibre as an artistic interpretation. It had to reflect the colour bank and themes seen within Lawson's books with an eye for nature's symmetry. This fusion of creative minds and skills resulted in a collection of beautiful interiors images.



## About our Curator **Arabella McNie**

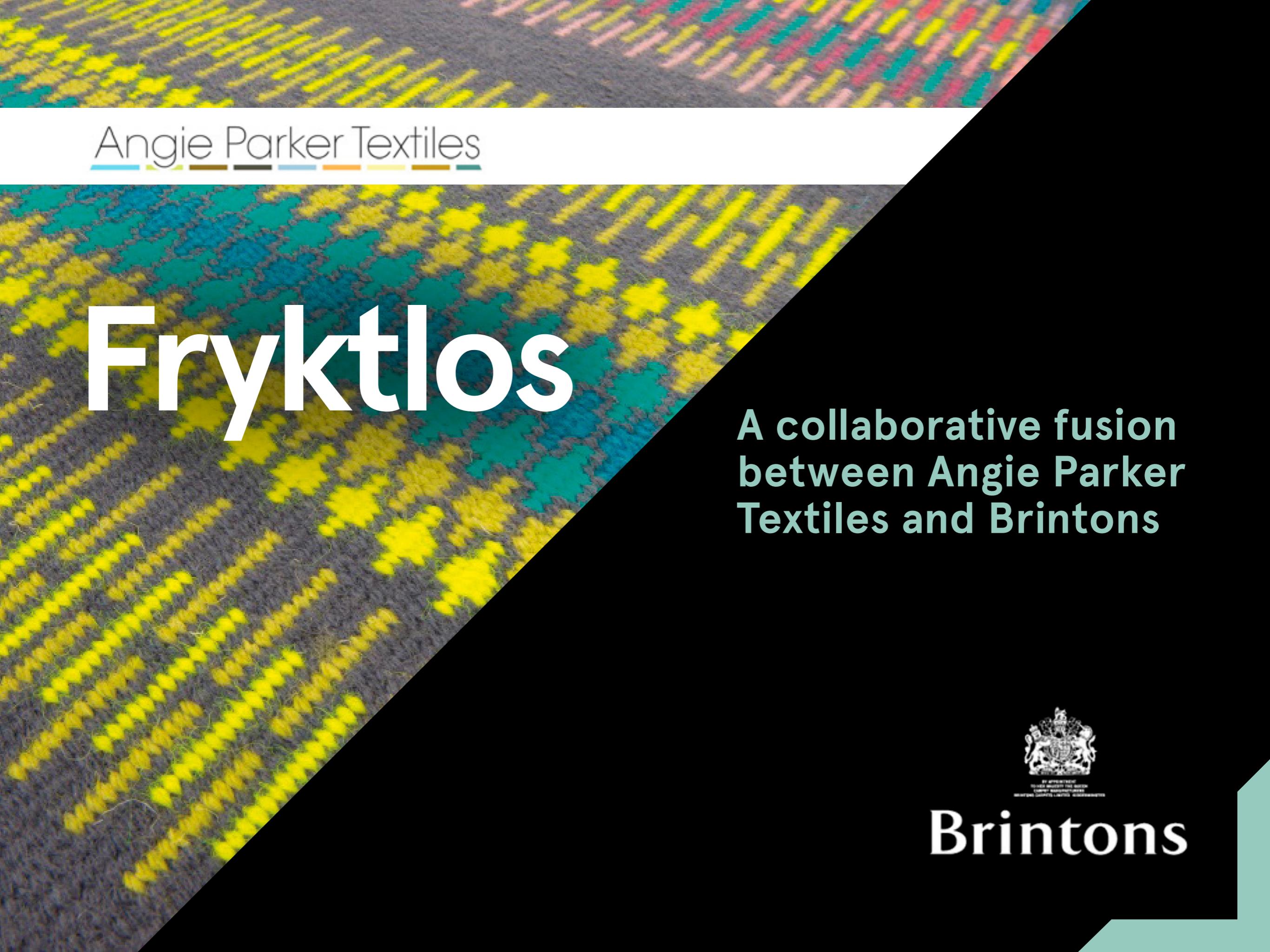
Arabella McNie is an interiors industry professional that has worked in interiors styling throughout her career. Her foray into the world of wool began when she was asked by the Campaign for Wool to curate and style Wool House in 2013 and was followed by Wool Collection in 2014. She has worked with many of the major brands in the interiors sector. Arabella lives in London and is usually seen in the company of her dog Charlie. She has become an avid wool lover.



## About our Interiors Photographer **Chris Everard**

Chris Everard is a leading interiors photographer based in London. His photography has been commissioned by leading industry brands including Sanderson, Zoffany, Morris & Co, Osborne & Little, Porta Romana, Vaughan, Designers Guild, Jane Churchill, Mulberry, GP&J Baker, John Lewis, M&S, Harrods, The White Company, House of Fraser and interiors magazines including Homes & Gardens, Living Etc, Elle Decoration, Saturday Telegraph Magazine and Red.

When not abroad shooting, Chris spends most of his weekends at his home in Norfolk, where his Bedlington Terrier, Nelson and Dachsund Ralph accompany him on personal photographic journeys he makes along the county's stunning coastline and countryside.



Angie Parker Textiles

# Fryktlos

A collaborative fusion  
between Angie Parker  
Textiles and Brintons

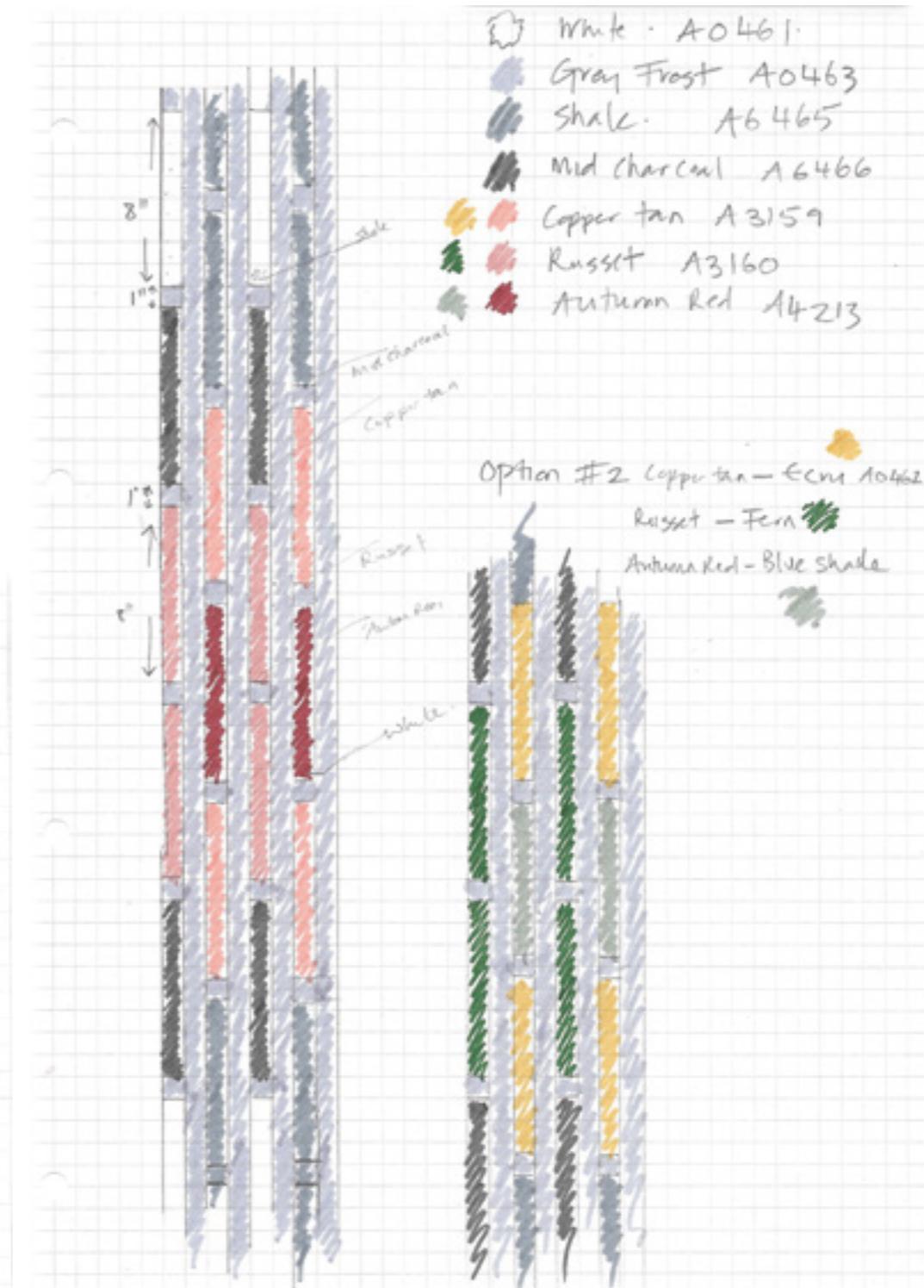
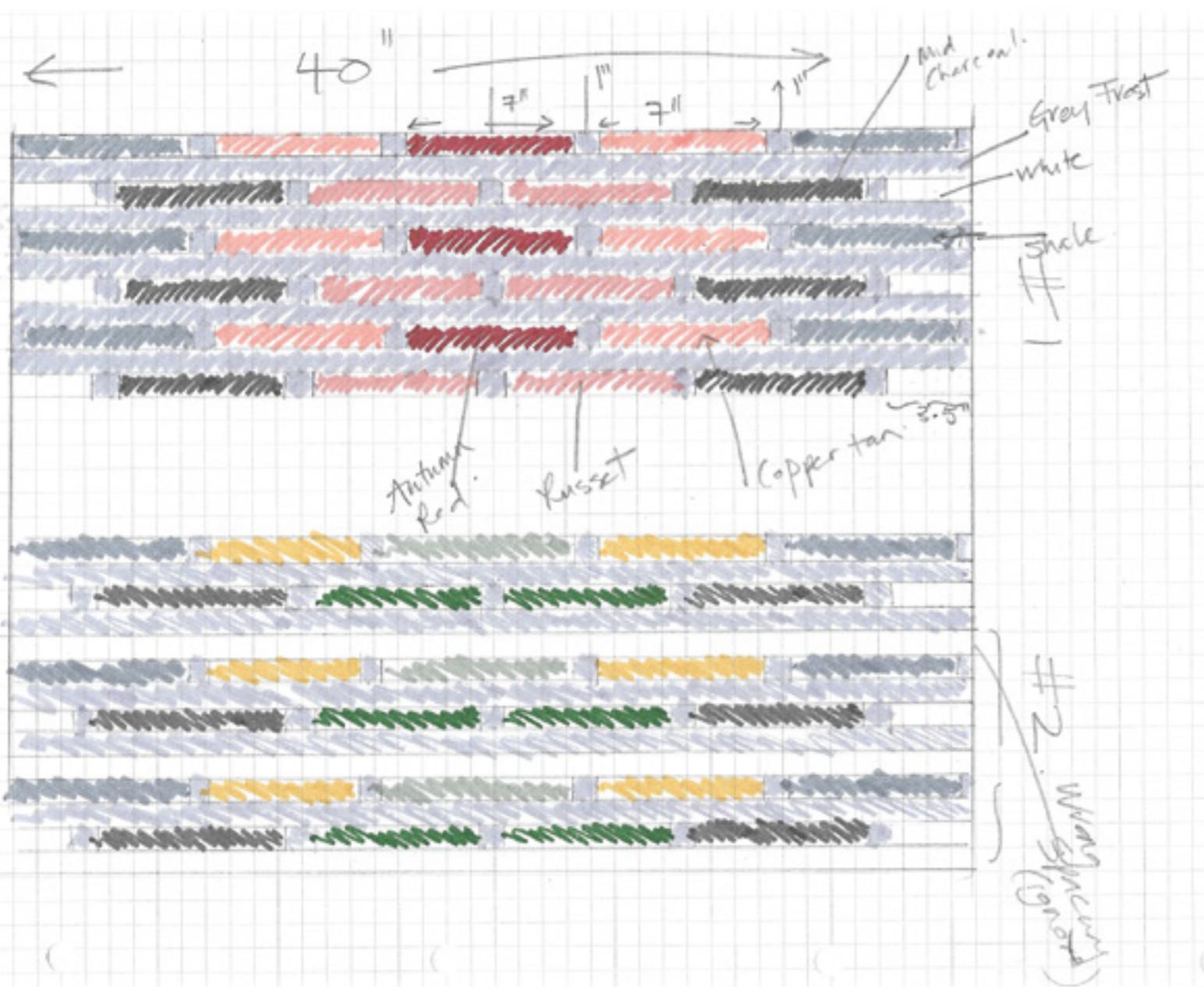


Brintons



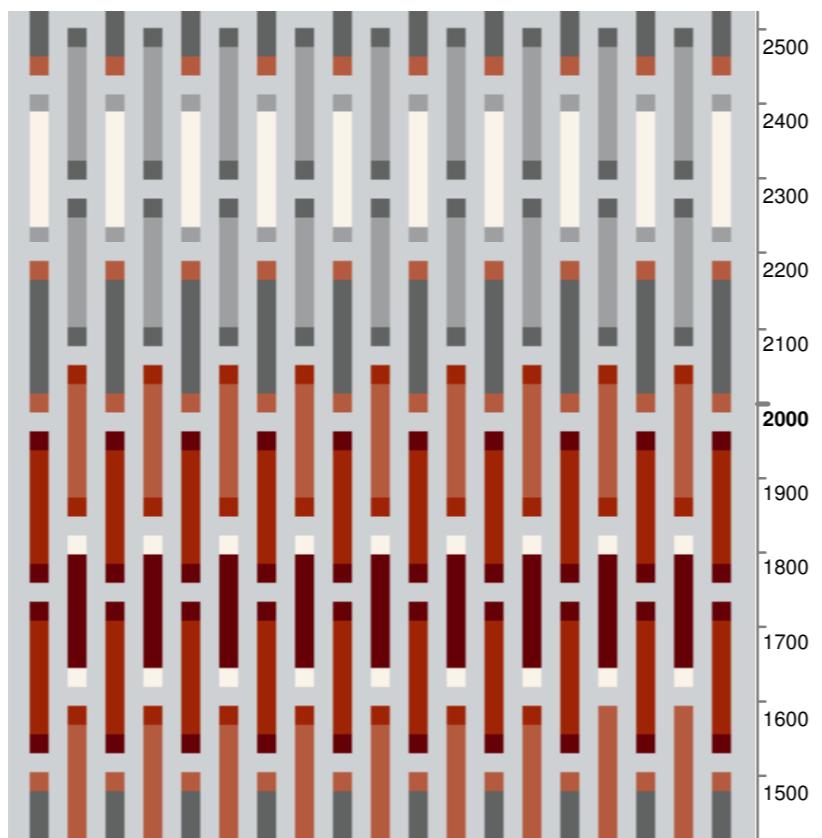
This stunning stair carpet was commissioned by the Campaign for Wool and is called 'Fryktlos' – which is Norwegian for Fearless. The original design was woven by the weaver Angie Parker using a technique called 'Krokbragd', which originated in Norway. Angie describes the design as a 'fearless use of colour'.

The pairing of Angie's organic hand woven design skills with Brintons, the leading commercial woven carpet brand has allowed this design to be produced as an axminster carpet in a very short time. Brintons used their 'Inception' QuickWeave palette which is specifically created for interior designers and clients who work on assignments with tight deadlines. The QuickWeave collection is a made-to-order woven axminster carpet range offering a turnaround time of just 6 weeks.



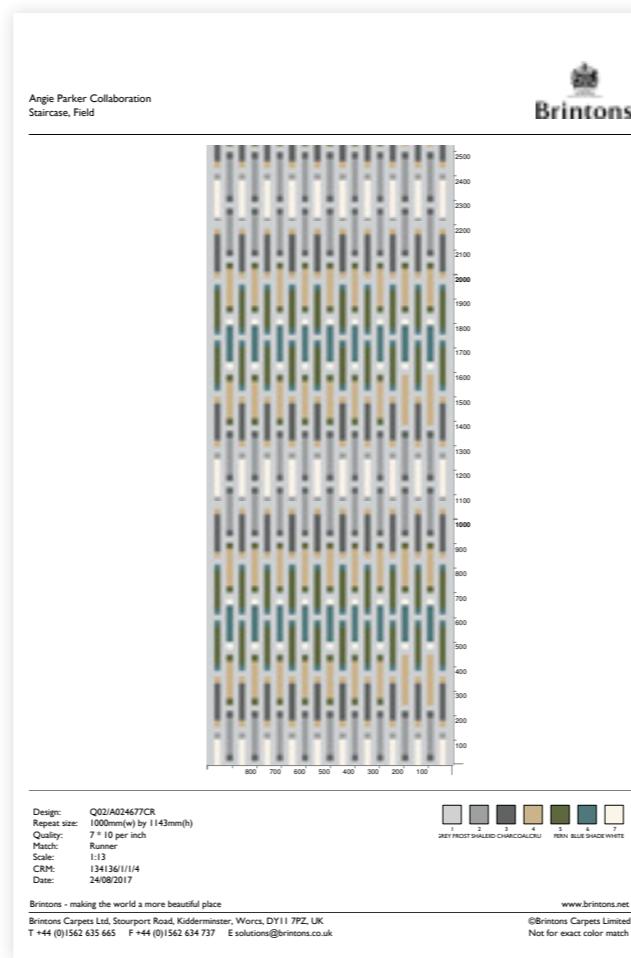
## Brintons comment:

'We used the Inception colour palette to bring Angie's custom design to life but within a quicker turnaround than custom colours would traditionally take. QuickWeave carpets use the famous 'Brintons blend' combining 80% wool with 20% nylon, making the carpets both luxurious to touch and hardwearing for longevity. Marrying the finest materials with the latest technology, the blends are transformed into carpets on specially made looms, finished by hand and inspected twice before leaving the factory so you can be confident in an investment in Brintons.'



## About Angie Parker Textiles

Angie Parker is an award winning weaver of rugs and exquisite, vibrant textiles derived from traditional Scandinavian rug weaving techniques. Working in reclaimed exceptional high quality rug wool, Angie meticulously hand-weaves and finishes all the pieces herself on her Glimakra Floor loom at BV Studios in Bristol.



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# The Motley Collection

A collaborative fusion  
between Adam Blencowe  
and Marine Duroselle

## This is Adam Blencowe and Marine Duroselle first collaboration using Fuzzy Logic to create their Motley Rug Collection.

The bold colour palette is common to all three rugs, and whereas the definition of 'Motley Check 1' and 'Motley Grid 1' is sharply defined, the painterly composition of colours brings a random spontaneity to the rugs. 'Motley Palette 1' takes the idea to a conclusion by being a solid felted exploration of colour. What is extraordinary about the technique is that the reverse of the rug is a vibrant, more intensely coloured mirror of the front. A rug with two faces.

### Fuzzy Logic

This radical new technique merges digital technology with the craft practice of felting. Adam Blencowe invented Fuzzy Logic whilst at the Royal College of Art, fusing research and innovation for the wool manufacturer 'Bute Fabrics'. He used CNC technology in combination with a hacked jigsaw tool to create needle-punched textiles that resulted in hitherto impossible colour blends and gradations with unprecedented control and accuracy – depending on how you used it. Blencowe could see that in designing this tool he was able to expand the potential of needle-punching/felting. There was a sudden realisation that there was the opportunity to make customisable rugs in the UK within a short time-frame. As a result, we are producing embellished pure wool rugs without laborious weaving or printed pattern. This has all the hallmarks of craft with freedoms that digital technology brings.



## **Adam Blencowe**

Adam Blencowe graduated from the Design Products course at the Royal College of Art in 2015. He now works from his studio in Bow, East London.

His approach to design centres on combining existing materials and systems in new ways to produce unexpected results. For example 'Fuzzy Logic' adapted a Makita jigsaw to make precision felted textiles. 'Thaw' found a new way of casting ordinary plaster of paris using the ephemeral property of ice. In his work he examines in forensic detail traditional techniques and processes exploring their specific characteristics, thus enabling him to reinterpret them in a contemporary way.



## **Marine Duroselle**

Marine is a French freelance graphic designer who lives and works in East London. She draws on inspiration from her international upbringing in Lima, Paris and New York City to produce colorful and insightful work in response to a variety of briefs and clients.

Since graduating from the Royal College of Art in 2011, Marine has worked as an independent graphic designer on numerous exhibition designs, branding projects and publications in London and throughout Europe. Clients include: V&A Museum, Design Museum London, Imperial War Museum, Jewish Museum, British Council, Transport for London, Urban Outfitters, RIBA, Royal Festival Hall.

**Adam Blencowe**  
[adamguyblencowe.com](http://adamguyblencowe.com)  
[@adamguyblencowe](https://twitter.com/adamguyblencowe)

**Marine Duroselle**  
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# Walk the line with designer **Stripes**

A collaborative fusion  
between Margo Selby  
and Alternative Flooring

MARGO SELBY

**alternative**  
flooring



## Alternative Flooring shows off new designer stripes with the launch of Margo Selby Stripe, a collection of wool carpet, rugs and runners.

Woven textile designer Margo Selby continues her creative carpet collaboration with Alternative Flooring with a ravishing range of British designed stripes. The collection comprises three designs, a bloc, pencil and ticking stripe, each in three colour combinations – sun (yellows), surf (blues) and Frolic (multicolour).

Stripes never go out of style. Margo Selby Stripe gives a contemporary edge to a classic by playing with colour and scale, to create a balanced collection that co-ordinates harmoniously. These stripes are vibrant and versatile. The same design can make a striking statement as both a carpet or a runner. The range has also been created to effortlessly mix and match stripes through an interior, to define different zones whilst linking the spaces.

Each design was originally made by hand in the Margo Selby Studio by wrapping coloured yarns around large stripes of card called 'card windings' which are used by weavers to experiment with colour combinations.

**“Yarn wrappings used as a starting point to designing a warp, became the designs for the carpets. I explored all sorts of stripes, from traditional ticking to multi stripes in order to get to the final selection of the three different designs. Stripes are intrinsically linked to the process of weaving, which is linear by nature. I drew inspiration from my handwoven artwork which is inspired by the Bauhaus and show my fascination with the interaction between colour, proportion, texture and weave.”**

**Margo Selby**

**“Great British designers love stripes. We have artists and their stripes with Bridget Riley, the fashionable Paul Smith barcode stripe and now we have introduced designer stripes for interiors, beautifully crafted by Margo Selby for Alternative Flooring. These are design-led stripes that take on the personality of the maker and the character of a place.”**

**Lorna Haigh, head of creative and marketing,  
Alternative Flooring**



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# London Street

A collaborative fusion  
between Allistair Covell  
and Rugmaker

ALLISTAIR COVELL

RUGMAKER



The design is a detail taken from an original sketch by Allistair Covell.



## About Rugmaker

Rug-Maker designs and manufactures hand woven silk and wool rugs for corporate businesses, designers and of course the public. Their rugs and carpets are now exported all round the world.

Originally known as 'The Oriental Rug Gallery' the company was established in 1989 in St. Albans, Hertfordshire by business partners Richard Mathias and Julian Blair. As styles and customer requirements changed so did the company and 'Rug Maker' was created to offer a bespoke service not readily available.

The British Library has chosen Rug Maker to work with, along with other institutions including the Royal Mail, top designers and companies for prestigious projects or collections.

## About Allistair Covell

Allistair Covell is an award-winning contemporary surface designer with a background in fine art, fashion and printed textiles. Allistair's creative practice is an exploration of colour and pattern with a focus on creating hand-knotted rugs and textile artworks for the interiors industry.

**Allistair Covell**  
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**Rug Maker**  
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# Rhiannon's Horse

A collaborative fusion  
between Helly Powell  
and Melin Tregwynt

FAUXIDERMY

MELIN TREGWYNT

This piece was inspired by the tale Pwyll prince of Dyfed from the Mabinogion stories for the visit wales Year of Myths and Legends hoping to inspire people to read these beautiful tales... The importance of the cloth used links back to the rich Woolen industry that thrived in Wales and to highlight the fact that there are still a Handful of Mills still producing the Traditional Carthen designs today.. The cloth used is woven in Pembrokeshire Wales by Melin Tregwynt and the Design is Saint Davids Cross. The Horses Mane is created from the Wasted Warp from the mill.

### Melin Tregwynt

Melin Tregwynt, a small white washed woollen mill, can be found in a remote wooded valley on the Pembrokeshire coast. There has been a mill on this site since the 17th century, when local farmers would bring their fleeces to be spun into yarn and woven into sturdy Welsh wool blankets.

Weathering wars, recessions and the passing of time, the looms have continued to work their magic. Melin Tregwynt fabrics are simple in spirit, satisfying in quality and timeless in design.

Owned by the same family since 1912 the Mill now employs over 30 people and makes things that are useful, beautiful to look at and just a little bit special.



### Fauxidermy

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### Melin Tregwynt

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# zig zag

A collaborative fusion  
between The Rug  
Company and Paul Smith

THE  
**RUG**  
COMPANY  
HANDMADE

Paul Smith

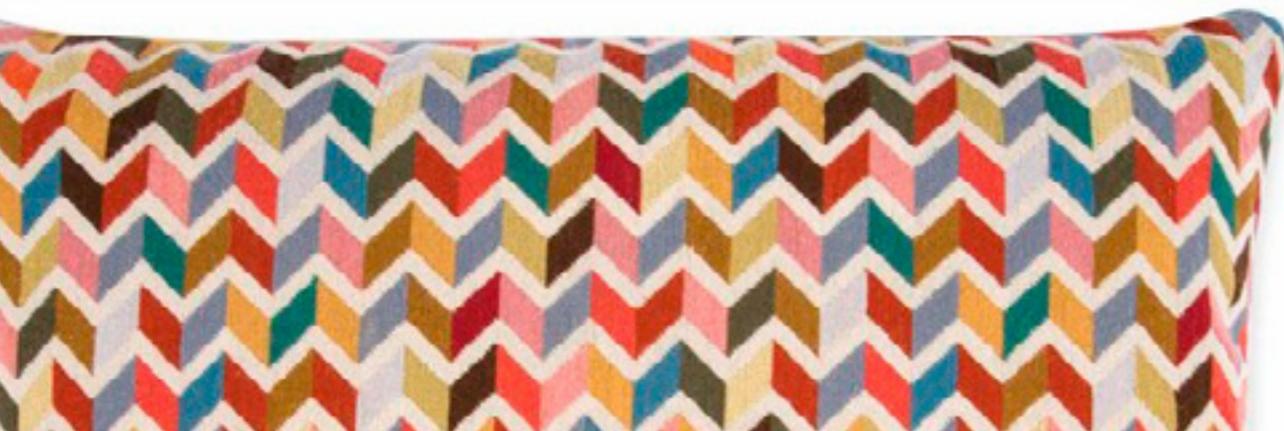
## The Rug Company

This inspiring husband and wife team founded The Rug Company in London in 1997 with the vision of bringing together the age-old craft of rug making with contemporary design. When they started their company, the rug industry was in a spiral of decline but their philosophy of combining meticulous craftsmanship with original design, quality and service led to an instant success and it is a leading name for handmade rugs.

They are represented in fourteen countries and have commissioned 40 of the world's most influential and inspirational designers including Paul Smith, Vivienne Westwood, Tom Dixon and Alexander McQueen. They support the traditional art of rug making and are a major source of employment in Nepal here they strive to improve the industry both ethically and environmentally.

## Paul Smith

Paul Smith is a label that has become synonymous with classic British tailoring and style. Inspired by the traditional British menswear he admired as young boy - such as his brother's Post Office shirts and the tweeds of the Nottinghamshire country set - Smith's greatest attribute is simplicity. He has described his designs as "well-made, good quality, simple cut, interesting fabric, easy to wear" and often adds a splash of vibrant colour, a floral print or his signature multi-coloured stripes. Paul Smith's collaboration with the Rug Company has brought his iconic designs to stunning interior design flooring.



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# Wool and Flooring

**Wool carpet and rugs can be seen across the world in heritage and stately homes. The beauty of the design and colour undimmed by years of use and its attractive patina of passing time achieving a quality that is admired by all.**



Modern carpet and rugs made from 100 per cent wool and wool-rich blends will provide long lasting service to the family home or indeed hotels, cruise ships, casinos and other heavy traffic public buildings. Good quality carpet wool - from British and New Zealand sheep breeds has robust strength but also a softness that makes wool a very comfortable fibre to walk on.

It is highly regarded as a safe fibre, being resistant to fire as a result of its high water and nitrogen content. It is also naturally breathable - so that it will react and adjust to the room's humidity creating an even temperature.

Wool flooring is a major surface to the home and importantly this naturally provides cleaner internal air as the fibre traps dust in its top layer until vacuumed. It will also remove damaging pollutants caused by emissions from other elements in the room and changing their composition entirely to ensure a safer environment for our homes.

Wool is a fibre that will maintain excellent appearance for many years despite the big family party and the muddy boots and when it is walked on barefoot - it will be better by far than any other fibre underfoot - our sheep can be very proud of that!

# Wool and Sleep

**Wool has been used for centuries as a bed and bedding fibre. In recent years the fibre has made a strong impact on the quality mattress market where it has proved itself to be an excellent fibre for maintaining shape and providing superior comfort and support to mattresses.**



Research has shown that the naturally complex structure of wool provides immense benefits to the sleep environment. The fibre maintains a natural breathability - inherited from its life on the sheep and never lost throughout its functional use in product. This allows the fibre to adjust to the individual sleeper - absorbing their humidity and naturally removing it from the body. In turn this silent and unseen wool pro-activity provides perfect temperate comfort - so that the sleep experience is not disturbed by overheating which raises the heart rate and causes unsettled sleep or wakefulness. The sleeper will enjoy a 'never too hot or too cold' experience as wool works with their body to ensure a 'just-right' sleep climate.

Today, the modern wool bed wardrobe has greatly expanded from the traditional but ever popular wool blanket. It now also consists of wool duvets, wool pillows and wool toppers. These all work together and are the perfect partners for the sweetest sheep dreams!



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ALLISTAIR COVELL,  
London Streets rug

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HABITAT,  
Bonham 3 seat sofa

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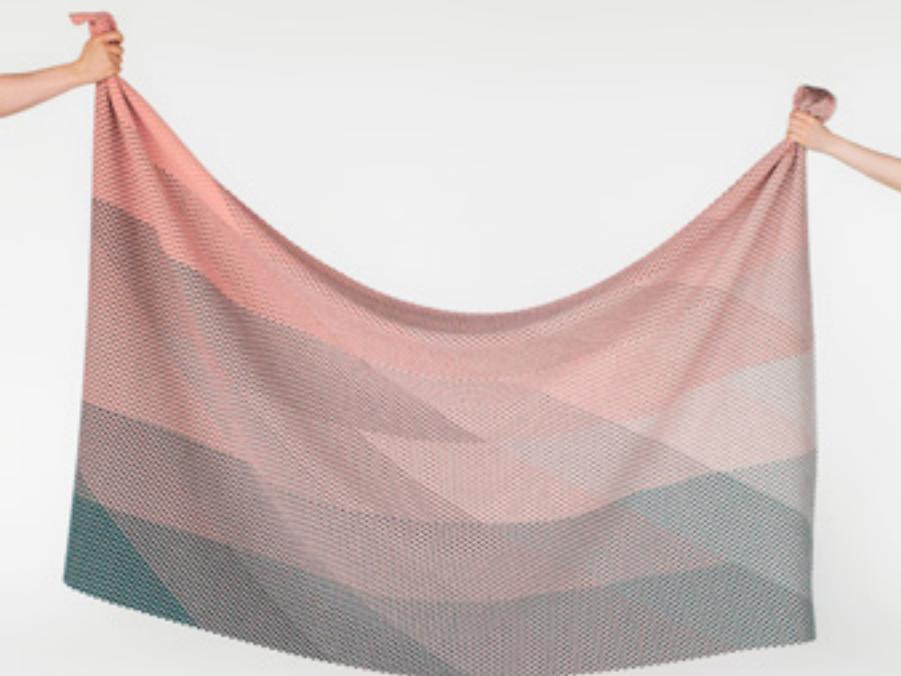
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HEALS, Hepburn 4 seat sofa by Paola Navone



HILARY GRANT, Voe blanket



JACARANDA, Tapanui Porcelain



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JANIE KNITTED TEXTILES, Nipped in lampshade and triple geometric lampshade



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JULE WAIBEL, Unfolded Rug prototypes



KRAFTHAUS, Veldt Throw



Source of the wool for Veldt throw



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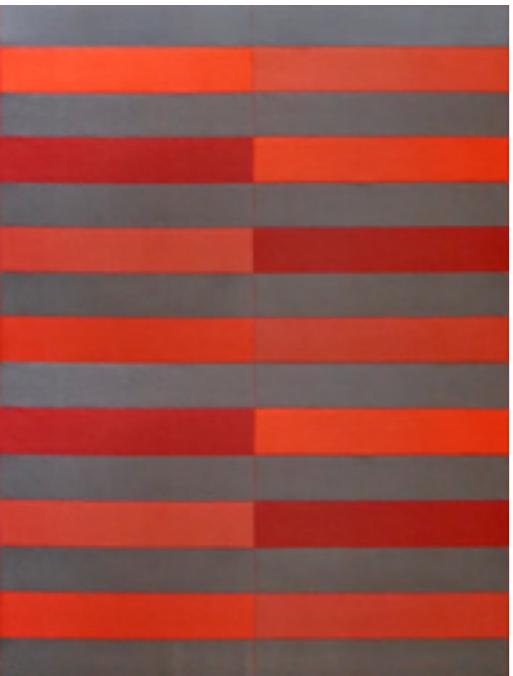
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ROGER OATES, Tapis  
d'Avignon Thin Bars Coral



SCP, Ernest Pouffe in Crovie



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Herdwick Svelto Stool



## SELVEDGE, SOLID WOOL & ERCOL

[www.selvedge.org](http://www.selvedge.org)  
[@SelvedgeMag](https://@SelvedgeMag)  
[@selvedgemagazine](https://@selvedgemagazine)  
[www.solidwool.com](http://www.solidwool.com)  
[@solidwool](https://@solidwool)  
[@solidwool](https://@solidwool)  
[www.ercol.com](http://www.ercol.com)  
[@Ercol\\_Furniture](https://@Ercol_Furniture)  
[@ercol\\_uk](https://@ercol_uk)



THE RUG COMPANY, Zig Zag cushion  
by Paul Smith for The Rug Company

# Thank You to our Interiors and Lifestyle Partners

## SEW HEART FELT

[www.sewheartfelt.co.uk](http://www.sewheartfelt.co.uk)  
@SewHeartFeltUK

## TORI MURPHY

[www.torimurphy.com](http://www.torimurphy.com)  
@ToriMurphyTweet

## VISPRING

[www.vispring.co.uk](http://www.vispring.co.uk)  
@ViSpring  
@vispringbeds

## WALLACE SEWELL

[www.wallacesewell.com](http://www.wallacesewell.com)  
@wallacesewell  
@wallacesewell

## WHITESTONE WEAVERS

[www.whitestone.co.uk](http://www.whitestone.co.uk)  
@whitestoneweave

## WOOLLY SHEPHERD

[www.woollyshepherd.co.uk](http://www.woollyshepherd.co.uk)  
@Woollyshepherd

## THE WOOL ROOM

[www.thewoolroom.com](http://www.thewoolroom.com)  
@TheWoolRoom  
@thewoolroom

WALLACE SEWELL, Gwynne throw



WOOLLY SHEPHERD, Acoustic Clouds





COOL  
WOOL



WOOL  
COMFORT

# Thank You to our Fashion Partners

## ADIDAS

[www.adidas.co.uk](http://www.adidas.co.uk)  
@adidasuk  
@adidas

## ALLBIRDS

[www.allbirds.com](http://www.allbirds.com)  
@allbirds  
@allbirds

## ANDERSON & SHEPPARD

[www.anderson-sheppard.co.uk](http://www.anderson-sheppard.co.uk)  
@andersonandsheppard  
@AandSTailors

## ANDY CAUGHEY

[www.armadillomerino.com](http://www.armadillomerino.com)  
@armadillomerino  
@armadillomerino

ALLBIRDS,  
M Wool Runner



## ARMADILLO MERINO

[www.armadillomerino.com](http://www.armadillomerino.com)  
@armadillomerino  
@armadillomerino

## ASHMEI

[www.ashmei.com](http://www.ashmei.com)  
@ashmei  
@ashmei



ARMADILLO,  
Merino

## BELSTAFF

[www.belstaff.co.uk](http://www.belstaff.co.uk)  
@belstaff  
@Belstaff

## BRORA

[www.brora.co.uk](http://www.brora.co.uk)  
@broracashmere  
@Brora

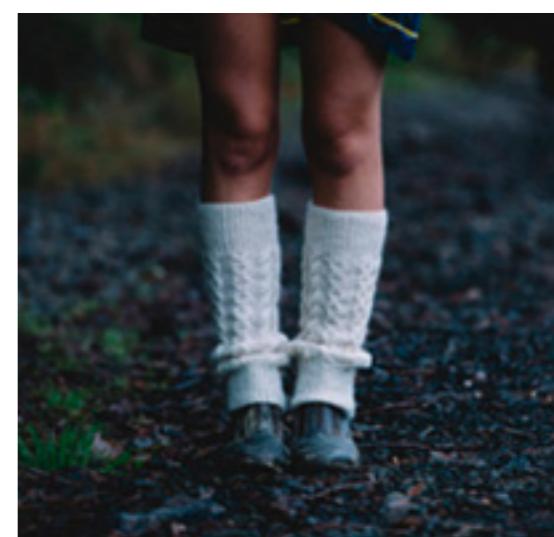
## CHRISTOPHER RAE BURN

[www.christopherraeburn.co.uk](http://www.christopherraeburn.co.uk)  
@christopherraeburn  
@StudioRaeburn

## CLARE JOHNS

[www.clarejohnslabel.com](http://www.clarejohnslabel.com)  
@clarejohnslabel  
@clarejohnslabel

CLARE JOHNS,  
Aran boot  
warmers



# Thank You to our Fashion Partners

## DAKS

[www.daks.com](http://www.daks.com)  
@dakslondon  
@DAKSLondon

## DASHING TWEEDS

[www.dashingtweeds.co.uk](http://www.dashingtweeds.co.uk)  
@dashingtweeds  
@dashingtweeds

## DEVOLD

[www.devold.com](http://www.devold.com)  
@devoldofnorway

## EAST

[www.east.co.uk](http://www.east.co.uk)  
@eastclothing  
@loveEAST

## FINISTERRE

[www.finisterre.com](http://www.finisterre.com)  
@finisterreuk  
@FinisterreUK

## GENEVIEVE SWEENEY

[www.genevievesweeney.com](http://www.genevievesweeney.com)  
@genevievesweeney  
@genevieveknits

## HOBBS

[www.hobbs.co.uk](http://www.hobbs.co.uk)  
@hobbslondon  
@Hobbs\_London

## HOLLY FULTON

[www.hollyfulton.com](http://www.hollyfulton.com)  
@studio\_fulton  
@STUDIO\_FULTON

## JACK WILLS

[www.jackwills.com](http://www.jackwills.com)  
@jackwills  
@JackWills

## JIGSAW

[www.jigsaw-online.com](http://www.jigsaw-online.com)  
@insidejigsaw  
@InsideJigsaw

HOLLY FULTON, Head rug



# Thank You to our Fashion Partners

## JOHN SMEDLEY

[www.johnsmedley.com](http://www.johnsmedley.com)  
@johnsmedleyknitwear  
@JohnSmedley

## KENT & CURWEN

[www.kentandcurwen.com](http://www.kentandcurwen.com)  
@kentandcurwen  
@KENTANDCURWEN

## LANA BAMBINI

[www.lanabambini.co.uk](http://www.lanabambini.co.uk)  
@lanabambini  
@LanaBambini



LEKILT, Lambswool jumper



LEKILT, classic kilt



LEKILT, Merino wool

## LEKILT

[www.lekilt.co.uk](http://www.lekilt.co.uk)  
@lekilt

## LOU DALTON

[www.loudalton.com](http://www.loudalton.com)  
@loudaltonmenswear  
@TheLouDalton

## MCNAIR

[www.mcnairshirts.com](http://www.mcnairshirts.com)  
@mcnairshirts  
@McNairshirts

## MAMA OWL

[www.mamaowl.net](http://www.mamaowl.net)  
@mamaowl\_  
@HelloMamaowl

## MANOLO BLAHNIK

[www.manoloblahnik.com](http://www.manoloblahnik.com)  
@manoloblahnikhq  
@ManoloBlahnik

## MARKS & SPENCER

[www.marksandspencer.com](http://www.marksandspencer.com)  
@marksandspencer  
@marksandspencer

## MARTINE JARLGAARD

[www.martinejarlgaard.com](http://www.martinejarlgaard.com)  
@martinejarlgaardlondon  
@JarlgaardLondon

## MERINO KIDS

[www.merinokids.co.uk](http://www.merinokids.co.uk)  
@merinokids  
@MerinoKidsUK



MCNAIR, Midweight  
Merino shirt

# Thank You to our Fashion Partners

## PAUL SMITH

[www.paulsmith.com](http://www.paulsmith.com)  
@paulsmithdesign  
@PaulSmithDesign

## PRINGLE OF SCOTLAND

[www.pringlescotland.com](http://www.pringlescotland.com)  
@pringlescotland  
@PringleScotland

## PRIVATE WHITE V.C.

[www.privatewhitevc.com](http://www.privatewhitevc.com)  
@privatewhitevc  
@PrivateWhiteVC

## REDA REWOOLUTION

[www.reda1865.com/  
rewoolution/en/](http://www.reda1865.com/rewoolution/en/)  
@redarewoolution  
@Reda1865

## RICHARD JAMES

[www.richard-james.com](http://www.richard-james.com)  
@richardjamesofficial  
@RichardJamesRow

## SCARLET RIBBON MERINO

[www.scarletribbonmerino.com](http://www.scarletribbonmerino.com)  
@scarletribbonmerino  
@ScarletRMerino

## SMALLS

[www.lovemysmalls.com](http://www.lovemysmalls.com)  
@lovemysmalls  
@lovemysmalls

## SUPERLOVE MERINO

[www.superlovemerino.com](http://www.superlovemerino.com)  
@superlovemerino  
@superlovemerino

## THE GREAT BRITISH BABY COMPANY

[www.greatbritishbabycycompany.com](http://www.greatbritishbabycycompany.com)  
@britishbabycyco  
@BritishBabyCo

## TM LEWIN

[www.tmlewin.co.uk](http://www.tmlewin.co.uk)  
@tmlewin  
@TMLewin



THE GREAT BRITISH BABY COMPANY, 'broken twill' cloth

## VIVIENNE WESTWOOD

[www.viviennewestwood.com](http://www.viviennewestwood.com)  
@viviennewestwood  
@FollowWestwood

## WALKER SLATER

[www.walkerslater.com](http://www.walkerslater.com)  
@walkerslater  
@WalkerSlaterUK

## WOOL AND THE GANG

[www.woolandthegang.com](http://www.woolandthegang.com)  
@woolandthegang  
@woolandthegang

REDA - REWOOLUTION,  
New Concept Base layer



REDA - REWOOLUTION,  
Second Layer





WOOL  
VERSATILE



WOOL  
STRONG

# Thank You to our Talks, Panels and Workshops

## ALTERNATIVE FLOORING

& MARGO SELBY

[www.alternativeflooring.com](http://www.alternativeflooring.com)  
@alternativeflooring  
@alternativeflooring

[www.margoselby.com](http://www.margoselby.com)  
@margoselby  
@margoselbstudio

## ARMADILLO MERINO

[www.armadillomerino.com](http://www.armadillomerino.com)  
@armadillomerino  
@armadillomerino

## BRIAN WILSON

[www.harristweedhebrides.com](http://www.harristweedhebrides.com)  
@harristweedhebrides  
@harristweedheb

## CHRISTABEL BALFOUR

[www.christabel-balfour.co.uk](http://www.christabel-balfour.co.uk)  
@christabelbalfour

## DOUGLAS CORDEAUX

[www.foxflannel.com](http://www.foxflannel.com)  
@douglas\_cordeaux  
@DouglasCordeaux  
@foxbrothers1772  
@FoxBrothers1772

## EDWARD SEXTON

[www.edwardsexton.co.uk](http://www.edwardsexton.co.uk)  
@edwardsexton  
@SextonBespoke

## GORDON RICHARDSON

**JOHN HUDSON - SURVIVAL**  
[www.johnhudsonsurvival.com](http://www.johnhudsonsurvival.com)  
@johnhudsonsurvival  
@JHSurvival

## KATE HILLS

[www.makeitbritish.co.uk](http://www.makeitbritish.co.uk)  
@MakeltBritish

## KATIE JONES

[www.katiejonesknit.co.uk](http://www.katiejonesknit.co.uk)  
@katiejonesknit  
@KATIEJONESKNIT

## PETER WILLIAMS

[www.jackwills.com](http://www.jackwills.com)  
@jackwills  
@JackWills

## REBECCA CONNOLLY DESIGN

[www.rebeccaconnollydesign.com](http://www.rebeccaconnollydesign.com)  
@BrillygWeaving

## STITCH UP

[www.stitch-up.org.uk](http://www.stitch-up.org.uk)  
@stitch\_up  
@Stitch\_Up

## VICTORIA STAPLETON

[www.brora.co.uk](http://www.brora.co.uk)  
@broracashmere  
@Brora

## WOOL AND THE GANG

[www.woolandthegang.com](http://www.woolandthegang.com)  
@woolandthegang  
@woolandthegang



**Life has many options.  
But we hope you agree that...  
Wool is the answer.  
No question.**

**Choose Wool**



# About the Campaign for Wool



THE CAMPAIGN FOR WOOL  
Patron: HRH The Prince of Wales

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 some of the largest wool grower organisations in the world. Key nation partners include the British Wool, 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 His Royal Highness's Campaign for Wool since its inception.



**“Wool is a product that the most brilliant boffin in the most hi-tech laboratory could never create.”**

HRH The Prince of Wales  
Patron, The Campaign for Wool

# Join the Flock...

#woolweek

@campaignforwool

[www.campaignforwool.org](http://www.campaignforwool.org)

Wool Fusion Curator:  
Arabella McNie

Wool Interiors Photography  
Photographer: Chris Everard  
Art Direction: Arabella McNie

Wool Fashion Photography  
Photographer: BARTEK SZMIGULSKI  
Fashion: Kamran Rajput  
Concept: Visual Talent  
Models: Anna and Elliot Meeten at MODELS 1