

PRESS RELEASE
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**THE CAMPAIGN FOR WOOL CELEBRATES WOOL WEEK 2015 WITH ‘THE INCREDIWOOLS’, A COLLECTIVE OF KEY FIGURES IN WOOL TODAY**

**August 2015 –** The Campaign for Wool champions key figures in the wool industry today with its latest series entitled, ‘The Incrediwools’. For Wool Week 2015, the Campaign will celebrate the breadth and diversity of the industry, with spokespeople across fashion and interiors promoting why wool is their fibre of choice. The Incrediwools series will be released on campaignforwool.org from September 2015.

Introducing The Incrediwools - a collective of key figures in the wool industry, chosen by The Campaign for Wool.

Beatrice Larkin

Beatrice Larkin is a textile designer specialising in weaving. She merges traditional Dobby weaving techniques with the capabilities of the more computerised Jacquard loom. She creates samples of fabrics in her London studio and works with a mill in Lancashire to produce blankets and clothes. Beatrice has a collection of blankets coming out soon through Daylesford Organic.

Jeremy Hackett & Douglas Cordeaux

Three years ago Jeremy Hackett, co-founder of the British menswear brand, Hackett together with Douglas Cordeaux, managing director of Fox Brothers & Co, the renowned cloth makers, invested in a flock of Wensleydale sheep in Somerset. Earlier this year, the fleeces were woven to produce an exclusive own-brand luxury wool fabric for Hackett featured in the finale three-piece suit in their ‘Sheep Shape and London Fashion’ collection available to buy this Autumn Winter season.

Ian Lawson

Fine art and landscape photographer Ian Lawson visited the Outer Hebrides in 2013 to take pictures of an eclipse. Whilst there, the lifestyle, colours and culture of the weaving community captivated him. He returned later and remained on the Isle of Lewis to photograph the craftsmen and women who make the world-famous Harris Tweed. His photographs have been published in a series of books including ‘From The Land Come The Cloth’ and ‘Herdwick – A Portrait of Lakeland’, documenting his experience among sheep farmers in the Lake District.

Donna Wilson

Designer Donna Wilson is best known for her sell-out knitted wool creatures which she started creating as a student at the Royal College of Art. Donna’s burgeoning company now sells cushions and homewares with signature motifs drawn from nature and the countryside, and printed in the UK.

Wool and the Gang

Designer Jade Harwood co-founded Wool and the Gang with Aurelie Popper in 2008 after the pair met at Central St Martins in London. With knitting as their starting point, the duo has established a community of makers to help create their wool products, sold through their e-commerce site. The brand also sells garment patterns and yarn with its ethos centred on high-quality, sustainable fashion, made at home.

Ally Capellino

British designer brand Ally Capellino launched in 1980 producing classic men and women’s bags and accessories. Ally Capellino is a long term champion of tweed and almost any kind of wool fabric; in 2014 co-founder Alison Lloyd collaborated on an exclusive wool cloth with The London Cloth Company, London’s first micro mill. For Autumn Winter 2015, Ally Capellino has produced the Cheryl Coat and Dawn Bag made from organic British wool, in-store September 2015.

Tom Kay & Lesley Prior

Tom Kay founded cold-water surfwear brand Finisterre in Cornwall in 2002 with an emphasis on technical knowhow, high performance levels and sustainability. Nine years ago the company contacted Devon-based Lesley Prior, who had recently acquired a flock of Merino sheep, to see if she would be interested in supplying the brand. Lesley now provides Finisterre with superfine Bowmont Merino Wool, which it used in a limited edition range of jumpers and beanie hats. The Bowmont collection will be officially launched during Wool Week 2015.

Smalls

Cat and E-J are two friends who live in the UK but hail from New Zealand. Frustrated with not being able to find decent wool products for their children in this country, they decided to launch their own company in July 2014. Smalls make luxe Merino wool loungewear and activewear for kids aged two to twelve.

Harris Tweed Hebrides

Mark Hogarth is the creative director of Harris Tweed Hebrides, which is based in Shawbost on the west coast of Isle of Lewis. As the island’s main producer of Harris Tweed cloth, it exports to over 60 countries. Customers include Alexander McQueen, Paul Smith and Vivienne Westwood. The company was established in 2007 when Harris Tweed was suffering and has been credited with revitalising the centuries-old industry.

The Incrediwools series will be released on campaignforwool.org and @campaignforwool social channels from August 2015.

About Wool Week
From 5th – 11th October, Wool Week will see over 100retailers and many leading fashion and interiors brands from across the UK unite to highlight the innovative ways in which wool can be 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.

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

@Campaignforwool #ChooseWool

For questions regarding the Campaign for Wool and Wool Week, images and interview requests 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.