

# TEXPRINT®

# 2013

SUPPORTING CREATIVE FUTURES

## **The Woolmark Company continues its long term support of new design talent with the third Woolmark Texprint Award**

The Woolmark Company's support of new design talent is a key strategy in its objective to work throughout the pipeline from sheep to shop, collaborating with emerging graduate designers through to established creatives showing at London Fashion Week. Texprint is delighted to have The Woolmark Company as a foundation sponsor and the prize sponsor of the third annual Woolmark Texprint Award.

The award celebrates design excellence in fabrics created with 60% or more Merino wool, in forms including printed, knitted, woven and/or mixed media fabric. Chosen from 24 shortlisted Texprint designers showcasing their collections at the Texprint Village at Indigo, Première Vision, one talented designer will be presented with the prize at 3.30pm on Wednesday 18 September, 2013, by couturier Maurizio Galante.



Woolmark Texprint Award judges view the work of 2012's prize winner Sophie Manners

Texprint and The Woolmark Company are pleased to announce John Walsh, managing director of Abraham Moon & Sons; Daliah Simble, head of sourcing & production, and Estelle Williams, collection development manager at Roland Mouret as the Woolmark Texprint Award prize judges.

The judges will spend time with each Texprint designer, reviewing their work, offering technical and creative advice on the benefits of working with wool. Prize judge Estelle Williams says: "Wool should be a natural choice for new designers because it is a very versatile yarn whether you are using it in knitwear, jersey or woven fabric, and of course an environmental natural resource."

Fellow judge John Walsh agrees: "Consumers are once again appreciating that wool and other natural fibres have not only inherently better qualities but also make a better ecological and sustainable choice." He says that he will be looking for a winner who fuses originality with commerciality while the Roland Mouret team say they will be looking for the unconventional.

The winner of the Woolmark Texprint Award will receive £1,000 prize money and access to information and training on the benefits and uses of wool from their nearest Woolmark Company office.

Peter Ackroyd, global strategic advisor for The Woolmark Company and President of International Wool Textile Organisation, says: “The Woolmark Company is delighted to continue its work with Texprint which helps to guide and support the best new design graduates into their professional lives. This is synonymous with The Woolmark Company’s mission to support new designers especially in their creative, innovative and artistic use of Merino wool.”

Barbara Kennington, Texprint’s Chairman, agrees: “The Woolmark Company provides invaluable support and vital encouragement of the innovative use of wool. Texprint strives to offer all designers that take part in the programme – from initial selection to final 24 – constructive guidance and mentoring by industry professionals. The three judges will draw on their breadth of experience as they meet with each of the designers in the Texprint Village to discuss ways of working with wool - a fibre which offers such wide reaching creative opportunities.”

Ends

Notes to editors:

About The Woolmark Company:

The Woolmark is the world's best-known textile fibre brand, established in 1964.

The Woolmark brand is owned by Australian Wool Innovation (AWI), a not-for-profit company owned by more than 25,000 Australian woolgrowers. AWI's vision is to be a significant contributor to a vibrant, stable and profitable wool industry providing the world with the best natural fibre. The company works throughout the global supply chain - from woolgrowers through to retailers.

The company mission is to enhance the profitability, international competitiveness and sustainability of the Australian wool industry; and increase demand and market access for Australian wool.

Merino wool provides stability, resilience, softness and luxury to the tailoring industry. The fibre has long been a favourite of designers, but younger consumers, born in an era of 'disposable' fashion know too little about the natural benefits.

Wool is a 100 per cent natural and renewable fibre. Sheep live on grass, water, fresh air and sunshine. Wool is a fibre that is grown - not man-made. Every year sheep produce a new fleece, making wool a renewable fibre source.

For more information go to [www.woolmark.com](http://www.woolmark.com).

Texprint is a charity that mentors and launches the best UK-trained graduate textile designers into industry each year.

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