



MEDIA KIT

WOOL4SCHOOL

In keeping with a long tradition of supporting individual excellence in textile and design, The Woolmark Company's annual student design competition Wool4School encourages budding fashion designers to let their talent shine.

Open secondary school students from junior to senior levels, Wool4School Hong Kong invites students to design an outfit using Australian Merino wool.

First launched in Australia 2012, Wool4School has gone to involve more than 40,000 students in Australia and Hong Kong, not only learning the fundamentals of fashion design but also exploring the benefits and versatility of wool and the fabric it creates.

By putting wool into the minds future fashion designers, Wool4School encourages students to welcome innovative thinking and creative design, in keeping with The Woolmark Company's tradition of fostering the education of the future generation.

www.wool4school.hk



ABOUT THE WOOLMARK COMPANY

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel.

One of the world's most recognised and respected brands, the Woolmark logo provides assurance of the highest quality. Since 1964, the symbol has represented pioneering excellence and innovation at every level of the supply chain to increase consumer demand and enhance the profitability, competitiveness and sustainability of the Australian wool industry.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 55,000 woolgrowers that help fund the company.

THE COMPETITION

Wool4School Hong Kong is a real-life fashion design experience, with big rewards available for both students and teachers.

Open secondary school students from junior to senior levels, Wool4School Hong Kong sets the challenge to design an original outfit made from one of the world's most innovative and natural fibres - Australian Merino wool - and go in the running to win some amazing opportunities.

Teachers can also take part in the competition, by incorporating the lesson plans into their classroom.

Collaborating with the Education Bureau, The Government of The Hong Kong Special Administrative Region, resources are also available to support the lesson plans, inviting students to think about the versatility of various wool fabrics as part of a creative design of their own.



AUSTRALIAN MERINO WOOL

The Woolmark Company supports Australian farmers growing and harvesting wool to the very highest standards.

The Australian Merino sheep derives its name and basic appearance from the famed Royal Merino Flocks of Spain, having been introduced to Australia by European settlers more than 200 years ago.

Australia is the world's largest producer of Merino wool. Flexible and softer than other types of wool, the fibres bend more easily, largely removing the sensation of prickle associated with coarser fibres.

The finer a wool's diameter (micron), the softer and more comfortable it becomes. Crimp, the wave in the wool staple, contributes to the bulk and the lightness of wool fabrics. The Australian wool clip is particularly suited to use in apparel.



THE STORY OF MERINO WOOL: FROM SHEEP TO RETAILER

SHEEP

Australian Merino wool production begins with the breeding and selection of Merino sheep with fine fleece. Sheep live on sunlight, water and grass.

SHEARING

Shearers clip the wool fleece from the sheep. A professional shearer can remove the entire fleece in under five minutes. Any vegetation is removed from the fleece and the fleece is graded according to its quality.

SCOURING

Fleeces are washed to remove dirt, dust, sweat and wool grease. The wool grease is recovered and, from this, lanolin (which can be used for cosmetics and skin care products) is extracted.

TOP-MAKING

When the wool fibre comes out of the scour, the fibres are in a random formation. The processes of carding (removing the vegetable matter and dirt to open up the scoured wool fibres), combing (removing the short fibres and any foreign matters) and gilling (finer and more refined combing) are used to arrange the fibres in an organised and parallel form. The processes conducted between scouring and spinning are collectively known as top-making.

SPINNING

The process of inserting twist into assemblies of fibres (in top form) to make yarns.

There are three common types of yarn in the wool industry:

- Woollen yarns are hairy and contain shorter fibres; they are normally used for sweaters and blankets.
- Worsted yarns use longer fibres to produce smoother yarns which are used in products like suits.
- Semi-worsted yarns fall halfway between woollen and worsted yarns and can be used for finer, smoother knitwear.

KNITTING

The process of inter-looping yarns across the width of fabric to produce the shape of the garment.

WEAVING

The forming of fabric by interlacing long threads (yarns) passing in one direction with others at a right angle to them.

MAKING UP

Individual panels of garments are cut from flat fabrics and are sewn together to form the garment.

FABRIC FINISHING

Woven fabrics and circular knitted fabrics go through many processes following fabric formation to make them suitable for end use. Processes are carried out to wash, flatten, reduce hairiness, stretch, consolidate, and stabilise fabrics for end use. These processes improve the appearance, drape, feel and performance of the fabrics.

DYEING

The process of colouring the wool. Different finished effects are achieved by dyeing at the different stages of processing. Dyes can be natural or synthetic and colour can also be introduced through printing.

READY FOR SALE

After pressing, the garments are ticketed and labelled so consumers know how to care for their new Merino wool garment.



THE WOOL MARKET

- Australia is the world's largest producer of wool, producing 325 million kilograms of wool in 2015/2016
- [Source: AWPFC August 2016] worth about AU\$3.28billion in export value [Source: ABARES Agricultural Commodities, September 2016 quarter].
- The Australian flock has 70.9 million sheep [Source: AWPFC August 2016], with approximately three quarters of the flock comprising Merinos.
- Australia produces about 60% of all apparel wool (< 24.5 um), and 90% of the fine apparel wool (<19.5 um).

Primary export destinations

Greasy equivalent volume (tonnes)

Value (AUD)

Period: Jan 2015 - Dec 2015

| | VOLUME (TONNES) | | VALUE (AUD) | |
|-----------------------|-----------------|--------|---------------|--------|
| | | | | |
| CHINA | 167,430,350 | 74.44% | 1,448,910,730 | 71.59% |
| INDIA | 16,929,127 | 7.53% | 155,921,720 | 7.70% |
| CZECH REPUBLIC | 11,852,052 | 5.27% | 131,636,060 | 6.50% |
| ITALY | 11,433,945 | 5.08% | 96,574,070 | 4.77% |
| SOUTH KOREA | 3,796,255 | 1.69% | 50,559,380 | 2.50% |
| TOTAL | 211,441,729 | | 3,767,203,920 | |

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