

Australian Wool Innovation launches "Innovative Merino Wool Collection for Fall/ Winter 08-09"

Australian Wool Innovation Limited (AWI), a non profit making organization dedicated to the development of wool industry through various research, development and marketing activities launched its " Innovative Fall/ Winter 08-09 Merino Wool Collection" of knitted and woven garments. Bringing innovation in Merino Wool products to a new fashion statement for Indian customers.

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Australian Wool Innovation Limited (AWI), a non profit making organization dedicated to the development of wool industry through various research, development and marketing activities today launched its ' Innovative Fall/ Winter 08-09 Merino Wool Collection' of knitted and woven garments at Intercontinental The Grand hotel in New Delhi. The innovative collections are part of AWI's commitment to bring new and innovative merino products to the global wool market. The availability of high quality, unique, and desirable products are a way for AWI to expand product offerings to the fashion retail market and further promote the benefits that only Australian Merino wool can offer.

Mr. David Holly, the acting High Commissioner of Australia in India was present in the event as guest of honour and addressed the occasion. He had appreciated the role of Australian Wool Innovation for marketing of merino wool and thanked the business partners working with AWI in the country.

Mr. Jimmy Jackson, Regional Manager -Asia and India, Australian Wool Innovation has flown in from Sydney, Australia to present the innovative merino wool collection to the Indian textile industry. Mr. Jackson has played leading role in creation of the collection with our global industry partners.

The Indian office of AWI is being headed by Mr. Debabrata Chakraborty, Regional Business Development Manager and he is supported by Mr. Amir Sheikh, Product Marketing Manager. The product launch function was well attended by the decision makers and representatives for leading Indian textile manufacturers, retailers, exporters and designers beside members for trade and business associates related to woollen apparel industry.

The innovative knits launched by AWI are based on three marketing platforms - **Merino Care**, **Merino Soft** and **Merino Visual**. AWI presented over 40 new, existing and conceptual product developments showcasing the versatility of fine Australian Merino wool.

Merino Soft - Merino Soft is a range of knitted Australian Merino wool garments that feel softer, more luxurious and more comfortable than ever. These have been achieved through evolution, breeding, and genetics within the Australian sheep industry and new processing technologies. Products like Mercerised Merino, Soft Classic have been launched.

Merino Care - Merino Care is a range of apparel knitted products that are practical for the consumer for easy to care and wear. Merino range not only fulfils consumers desire to help the environment - but also the need of easy-care garments for their increasingly busy lifestyles.

Merino Visual - Merino Visual is wide range of exciting multi-coloured, multi-textual and distressed effects that challenge consumer's traditional opinions of wool. It is result of application of range of

technologies and process to Australian Merino wool knitwear.

Supported by strong research and development, AWI's new collection demonstrates Australian Merino wool's transition from traditional use to a modern, highly adaptable fibre for applications ranging from the ultimate lightweight underwear to vintage fashion statements.

AWI's innovative woven fabrics include the Machine Washable suit, which is crease resistant and is convenient to wash in washing machine. AWI also brought revolution in denim industry by developing Indigo wool which is rich in colour and lustre and very soft to skin giving a new look to casual wear. AWI develop the innovative range of super light weight Australian Merino wool and linen blended fabrics, created specifically for the summer season and warmer climate regions of the world.

On this occasion AWI launched its innovative products developed in association with their partners. This includes Machine washable suit developed in association with Park Avenue and Raymond, Woollen Kids wear with Monte Carlo, Merino-Linen Suit with Jaya Shree Linen Club and Wool-Silk Sari with Satya Paul.

Monte Carlo launches 'Junior Monte Carlo' through its association with AWI. The stylish lifestyle brand from Oswal Woollen Mills makes its debut in the kids wear segment by launching an exclusive range of trendy and comfortable kids wear.

Mr. Jimmy Jackson, Regional Manager -Asia & India, AWI explained 'We are delighted to present our innovative collection with our India office because it is not only an important processing base for Merino wool but also an increasingly important consumer market for our finished products.'

The exciting developments in woollen-based fabric and garments have already attracted attention from textile manufacturers and retailers. 'AWI is committed to expanding the usage of Australian Merino wool products in the commercial and retail sectors. As a result of our R&D activities in Australia and New Zealand in developing innovative fabric finishes and new applications we can now bring new products to the consumer more quickly and better represent the Australian woolgrowers' explained Mr. Jackson.

Mr. Debabrata Chakraborty, Business Development Manager - India commented 'through this event we are launching and showcasing some of our recent product innovations with the leading manufacturing and retail partners of the country like Raymond, Park Avenue, Monte Carlo, Raga, Satya Paul, Maral Overseas Ltd and Winsome group.' Exciting smart casual products from our other partners like Jayashree is also presented through this platform.

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