



INTERNATIONAL  
WOOLMARK PRIZE

MEDIA KIT

# THE INTERNATIONAL WOOLMARK PRIZE

In keeping with a long tradition of supporting individual excellence in design, The Woolmark Company's International Woolmark Prize is an annual award celebrating emerging design. Working with the most important fashion bodies globally, the prize aims to identify future design stars and showcase new and captivating interpretations of Merino wool through their collections.

The International Woolmark Prize crosses borders and cultures by seeking up-and-coming talent from established and rising design hubs across the globe. The regional awards are held in six regions: Asia; Australia & New Zealand; British Isles; Europe; India, Pakistan and Middle East; and the USA. Six menswear and six womenswear finalists are then selected to compete in the International Woolmark Prize global finals, traditionally held during key fashion weeks around the world.

An important element of the prize is the commercialisation of Merino wool product within leading boutiques in each of the key regions. Equally crucial is the expert judging panel and insightful mentors who provide guidance

along the way and ongoing support after the prize. Winners are also provided with Woolmark certification for their winning collection, providing them leverage from the world's most recognised textile brand.

A new award has also been introduced to the global final which shines a spotlight on the work of the industry's trade and supply chain partners. The Innovation Award aims to encourage finalists to be more experimental with their approach to design, textile development and processes and can be awarded to any of the 12 global finalists. The winning designer will receive \$100,000 and the trade partner responsible for the exciting development and will be promoted via The Woolmark Company's trade partner program.

Ultimately, the International Woolmark Prize global nominees form an alumni of the most promising international designers, supported and nurtured by The Woolmark Company within an exclusive and interactive network that will help to ensure a bright future for fashion's finest.

[WOOLMARKPRIZE.COM](http://WOOLMARKPRIZE.COM)







## NOMINATING BODIES

- Amsterdam Fashion Week
- Australian Fashion Chamber
- British Fashion Council
- Centre for Fashion Enterprise
- Council of Fashion Designers of America
- Dansk Mode & Textil
- Fashion Council Germany
- Fashion Designers Association of Turkey
- Fashion Scout
- Femina Group
- Flanders Fashion Institute
- GQ China
- GQ France
- Hong Kong Fashion Designers Association
- IMG Australia
- India – IMG Reliance
- Japan Fashion Week Organization
- Korea Fashion Association
- Lebanon – Starch Foundation
- Mercedes-Benz Fashion Week Madrid
- Mercedes-Benz Prague Fashion Week
- New Zealand Fashion Week
- Pakistan Fashion Design Council
- Shanghai Fashion Week
- Dubai Design and Fashion Council
- Vogue Italia
- Vogue Paris

## RETAIL PARTNERS

- Boon the Shop, S. Korea
- Boutique 1, UAE
- David Jones, Australia
- De Bijenkorf, Amsterdam
- Harvey Nichols, UK
- Hudson's Bay Company, Toronto
- Isetan Mitsukoshi, Tokyo
- Lane Crawford, Greater China
- LECLAIREUR, Paris
- Mytheresa.com
- ORDRE
- SSENSE.COM

## TRADE PARTNERS

- Abraham Moon
- Altinyildiz Tekstil Ve Konfeksiyon
- American Woolen Company
- CBIZ, Inc.
- Hainsworth
- Jiangsu Sunshine Group Co., Ltd
- Lodos Orme Kumas Sanayi Ve Dis Tic. Ltd. Sti
- Luxury Fabrics
- Mira Corporation
- Novetex Textiles Limited
- Reda Active – Successori Reda Group
- Reda – Successori Reda Group
- Takihyo Co., Ltd
- Tup Merseerize Tekstil Elektrik Uretim San. Ve Tic A.S
- Vitale Barberis Canonico S.p.a.
- Zegna Baruffa
- Zhejiang Linglong Textile Co., Ltd
- Zhejiang Xinao Textiles Inc.
- Z. Hinchliffe & Sons Limited



## BACKGROUND & HISTORY

In 1936, Australian woolgrowers voted for a six pence levy to be imposed on each bale they produced, to promote their product around the world. This audacious, visionary decision resulted in the formation of a body first known as the International Wool Secretariat (IWS). One of the initiatives of the IWS was a fashion design award to highlight the versatility and modernity of wool.

It was at the 1954 awards that two young, unknown womenswear designers, Karl Lagerfeld and Yves Saint Laurent, stepped up onto a stage to accept their respective fashion design prizes. Lagerfeld, then 21, was the winner of the coat category. Saint Laurent, at a mere 18 years old, won the award for dress design, judged by a panel which included Hubert de Givenchy and Pierre Balmain.

By the 1960s, synthetic fibres discovered during the Second World War were posing a major challenge to wool's supremacy. To fight back, Chairman of the IWS, Sir William Vines, came up with the idea of a unique label that would be a guarantee of a product's composition. And so the Woolmark brand was born.

To announce the launch of the Woolmark brand, in 1964 IWS organised

an international competition to design a logo. The Italian graphic designer Francesco Saroglia was ultimately chosen from the dozens of entries – his proposition of five black bands criss-crossing to form a skein shape to perfectly represent the softness, elegance and modernity of wool.

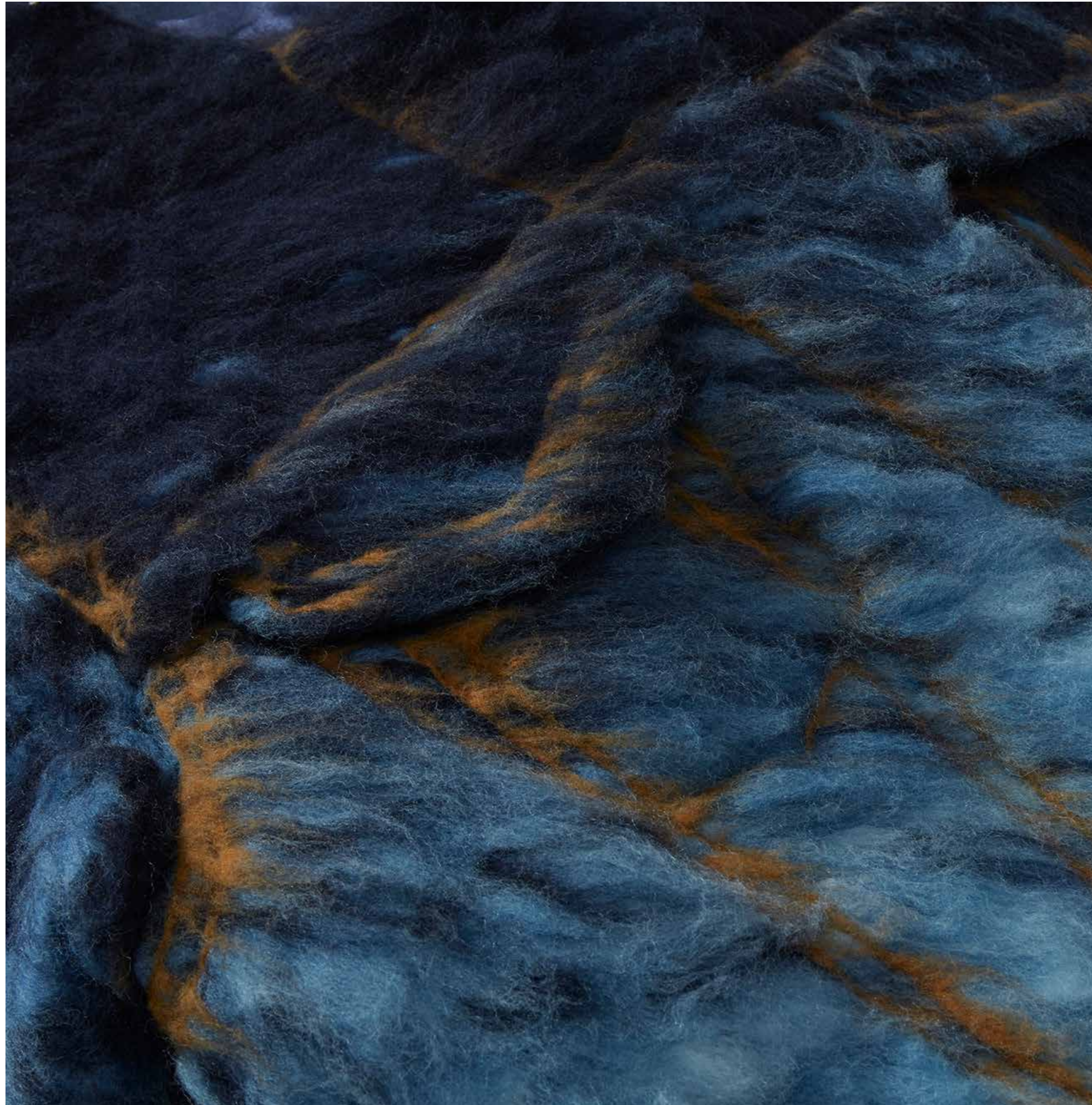
Today, the Woolmark logo is one of the world's most well-known and respected apparel-related brands with strong relationships within the global apparel industry and with the world's leading designers and manufacturers. The Woolmark Company continues to highlight the benefits of Australian Merino wool throughout the international fashion industry.

A key element of this strategy is building relationships with designers and working with them to showcase the most innovative and beautiful Merino wool fabrics and yarns.

Some of the more recent design awards and programs supported by the Australian wool industry include the Protégé program in 2007, which aligned some of the world's most established designers such as Karl Lagerfeld and Donatella Versace with young protégés of their choice. In 2008, the Woolmark Prize held in Paris revived the original IWS awards.







## ABOUT THE WOOLMARK COMPANY

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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 positions 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.

Placing Merino wool firmly on the world stage, projects such as the International Woolmark Prize shine a spotlight on the boundless potential and extraordinary versatility of fashion's finest fibre. Strengthening our reputation for fostering emerging

design talent, the prestigious award connects the decision-makers of the future with today's leaders in retail and trade to ensure the inspiring and ongoing use of wool.

Endeavouring to showcase the unique properties of wool, we support ambitious initiatives such as the world-renowned Campaign for Wool, which helps to bridge the gap between farm and fashion by highlighting the natural, biodegradable and renewable qualities of a fleece grown by sheep reared on water, air, sunshine and grass. Working with luminaries such as campaign patron HRH The Prince of Wales is key to underlining the noble heritage of the fibre.

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 50,000 woolgrowers that help fund the company.



## THE FUTURE OF WOOL

• **2013** Christian Wijnants was announced the winner of the prize, during the final award event held during London Fashion Week. Natalie Massenet, Chairman of the British Fashion Council opened the event while a stellar judging panel, which included Donatella Versace and Diane von Furstenberg, selected the winner.

• **2014** Rahul Mishra, an exciting new talent from India, was awarded the prize by another exceptional judging panel including Frida Giannini (Gucci) and Alexa Chung during Milan Fashion Week and has since gone on to achieve global success and is now a regular on the Paris Fashion Week schedule.

• **2015** The inaugural menswear award was handed to Public School during London Collections; Men, judged by industry experts including Paul Smith. The womenswear award for 2015 was won by fellow American, M.PATMOS.

The women's finals were held in Beijing to celebrate China's Year of the Sheep, judged by a lineup of industry experts including Victoria Beckham.

• **2016** Dynamic UK design duo, Teatum Jones, took out the womenswear prize during New York Fashion week, while SUKETDHIR, another new talent from India won the menswear award at a stunning presentation at Pitti Uomo Florence.

• **2017** For the first time, the menswear and womenswear finals were held together at a star-studded event at the iconic Palais de Tokyo, Paris. Representing the British Isles, COTTWEILER was announced as the menswear winner, praised for a collection that mixes sports, tailoring, streetwear and fashion. The USA's Gabriela Hearst took out the womenswear award with sleek silhouettes and crisp, tailored lines.



COTTWEILER, 2017.



Gabriela Hearst, 2017.



SUKETDHIR, 2016.



Rahul Mishra, 2014.



Public School, 2015.



M.PATMOS, 2015.



Teatum Jones, 2016.



Christian Wijnants, 2013.



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