



PRESS RELEASE

***Feature Wool!* at TEXWORLD**

IWTO has launched an exciting project - *Feature Wool!* - to raise awareness for wool and to attract young designers to wool

Paris/Brussels (20.02.2006)

The International Wool Textile Organisation presents ***Feature WOOL!*** at TEXWORLD from 20th to 23rd of February in Paris. The project's aim is to increase the focus, visibility and appreciation of wool for young international designers and to help support their burgeoning careers.

Feature Wool! aims to stimulate the exchange of ideas between young designers and the rest of the wool industry.

The winners of the World Wool Award 2005, the IWTO design competition sponsored by The Woolmark Company, will be the first designers to participate in the ***Feature Wool!*** project, all 3 designers will have their own stall at the TEXWORLD exhibition in Paris, exposing their winning creations with wool. TEXWORLD is the international meeting place for the textile industry. It is held twice a year in Paris and attracted over 600 exhibitors and 18,000 trade visitors in its last edition in September 2005.

Feature Wool! aims to:

- Encourage professional designers to use wool and wool blends in their fashion collections
- Educate customers about the benefits of wool
- Stimulate innovation through design inventiveness in fashion
- Provide a platform for the designers to expose their designs with wool

Feature Wool! is sponsored and supported by TEXWORLD/Messe Frankfurt .

The designers who will participate in the first edition of the ***Feature Wool!*** are:

- **Hannah Shaddick**, UK, Winchester School of Art
- **Salla Kangasniemi**, Finland, University of Art and Helsinki
- **Seung Hee Lee**, South Korea/UK, Central Saint Martins College of Art & Design, London

For more information please contact Mrs Marzena Oscilowska: marzena.oscilowska@iwto.org

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.