



Campaign for Wool launches Wool Week across the UK

Brussels, 20.10.2010

The Campaign for Wool patron his Royal Highness the Prince of Wales



The new project to promote wool, to which IWTO is a contributor, is taking shape after it's first major event "Wool Week" in London ended as a great success.

As you can witness on the short [YouTube clip](#) attached, the Metropolitan Police were busily removing the few remaining cars parked overnight on Savile Row on Sunday 10th of October to make way for the turfing over of one of London's most prestigious streets and the early morning grazing of two flocks of immaculately manicured Exmoor Horn and Bowmoor sheep.

This unique event, in the heart of Mayfair on a glorious English autumn day, saw the tailors of the Row, whose business extends around the globe, open their workshops and archives to the public, trade and press to mark the beginning of National Wool Week. In an equally prestigious suburb by the river Thames, over 40 of London's leading Interior Designers celebrated Wool Week in Europe's largest design centre at Chelsea Harbour. London's renowned Regent Street, Oxford Street and Knightsbridge retailers dedicated some very impressive shop windows to the Campaign for Wool in their stores nationwide.

World wide media coverage has surpassed all expectations, some of which is documented in this report. Wool Week was supported by over fifty of Britain's leading fashion and interior brands in over 400 stores across the UK. The list of supporters grew exponentially following His Royal Highness The Prince of Wales' launch of the Campaign of which he is now Patron, in January this year. His Royal Highness has agreed that the Campaign for Wool should 'go global' and the Steering Committee is currently working on an international strategy for a

worldwide Wool Week in the early autumn of 2011.

Sheep graze in London during Wool Week to begin the Campaign for Wool:

<http://www.youtube.com/watch?v=r0LtQBwXW1s>

Media coverage of the event:

[In Pictures: Savile Row sheep](http://news.bbc.co.uk) - news.bbc.co.uk

[Wool week sees major retail backing](http://farminguk.com) - farminguk.com

[Savile Row has a field day](http://just-style.com) - just-style.com

[Savile Row suits Aussie sheep](http://abc.net.au) - abc.net.au

[More media coverage of the Campaign for Wool](http://iwto.org) - iwto.org



Chelsea Harbour interior design centre



Hobbs window Regent Street

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.

IWTO - International Wool Textile Organisation

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