



NEWSFLASH

Sleep and Dream - Innovations in Wool Call for Entries

Brussels, 23.09.2009

Sleep and Dream in Wool

An IWTO Competition to Raise Awareness for Wool



This years contest is focused on innovative designs using wool in the bedding sector. The project's aim is to strengthen the focus and the visibility of wool and wool blends along the whole textile pipeline.

The three best bedding innovations from the IWTO World Wool Award - Innovations Competition will be displayed in a stall at one of the most internationally-known fabric exhibitions within the textile fabric industry: Heimtextil in Frankfurt, Germany, from 13th to 16th January 2010. The stall provided to the 3 winners for their projects is a one-roof stall with 3 individual sub-sectors for each of them to display their works and creations with wool.

How to participate:

- Send your bedding innovation in wool to IWTO
- The contest is open to individuals as well as companies
- The three winners will be chosen by an international jury
- Deadline is the 15th November 2009

With this project there will be various benefits, such as:

- Improving communication between professional designers and the wool industry
- Attracting the professional designers by using wool/wool blends in their collections
- Educating the customers with the benefits of wool, relating to increase of use of wool
- Exchange of ideas and opinions within the wool pipeline
- Identifying and stimulating innovation through design inventiveness in fashion and fashion fabrics
- Promoting in an effective way the products to potential users
- Providing a perfect platform for the designers to expose their designs with wool

A Project by:

The International Wool Textile Organisation

Sponsored by:



Send your entry to:

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For further info, please contact the IWTO head office under media@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.

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