



Creating an aura of “dream” for a rare, precious and luxury fibre!

**Wool Forum 2005 in Biella, Italy
November 26-29, 2005 - FINAL REPORT:**

- a sector looks to the future
- the bi-annual view to the Wool Market"
- from supplying to awakening demand: 40 speakers offered new approaches for success in the wool market

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The 'IWTO Wool Forum Biella' ended on 29th November 2005 after welcoming more than 200 participants during its four-day run. This year's title, 'Improving Demand for Wool', was the main theme of all of the lectures. Although the market continues to be in the doldrums, the high-grade speakers were able to offer the sector a host of practical information. "The wool sector needs a communication platform where it can exchange information, ideas, approaches and solutions", explains Michael Lempriere, President of IWTO.

"There is a need of promoting wool to create an aura of dream for the rare, precious, luxury fibre to put it to the consumers' mind" was stated by Mr. Paolo Zegna, President of the Italian textile federation SMI-ATI. "Contact the designers, they are choosing the material for the end products" was the clear message from Mrs. Sandra Boberg, designer of the automotive brand 'Paninfarina'. Going different ways in promotion, in media and on the show floor was mentioned by Dr. Rafaele Napoleone from Pitti Imagine, Florence and by Mr. Landi from Benetton on the shop floor.

Mr. David Blumenthal CEO of Lionbrand Yarn, US reported about creation of hand-knitting boom in US. He stated that we live in a world of celebrities that is why there is a strong need to work with them to promote our products. Mrs. Ornella Bignami from Elementi Moda, Italy and Mr. Heiner Oberrauch, Oberrauch-Zitt/Salewa Group Italy stressed that wool has to match the peoples' feelings and emotions. In addition to that Mr. Vassilis Masselos from IAF pointed that the global textile and clothing industry needs the wind of change to respond to disruptive change in consumers' mind.

With their lectures, 40 international top speakers from marketing, advertising, trend, trade and industry gave participants pause for thought, came up with provoking ideas and created a solid basis for discussion. The subjects covered ranged from promotion of wool to technical innovations, from trend information to retail news. Sectors covered have been Apparel, Interior Textiles and Technical Textiles.

The common aim of the event was to provide constructive suggestions for the sector, which would help all involved to work together to better satisfy consumer needs and wishes. For many participants, 'IWTO Wool Forum' was, on the one hand, confirmation, and, on the other hand, motivation for strengthening existing marketing strategies. Delegates have been present from more than 25 countries around the world, for whom the Wool Forum was a genuine international meeting place aimed at specialists and

executives from the whole supply chain of the wool and textile industry.

You will find further information on the internet at: www.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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