

SOURCING MERINO CASUAL

The Merino Casual collection brings together innovative fabric suppliers, garment makers and finishers from Italy, Japan, China, India, Korea and Turkey. These suppliers are able to create supply chains that can deliver Merino Casual to global markets.

A comprehensive supplier listing is available from your local Woolmark representative. For a full listing of offices please visit: www.wool.com/contacts



INTRODUCING MERINO CASUAL

Merino Casual is a collection of distinctive knitted and woven garments and fabrics that combine casual comfort with style, functionality and performance.

The collection demonstrates the natural versatility of the Merino fibre, with a range of relaxed garments suited to business, party, everyday and street or casual wear.

COLLECTION BENEFITS

- Casual comfort
- Unique textures & finishes
- Wear performance of Merino
- Machine wash options



ADDRESSING CASUALISATION

Busy lifestyles, the changing workplace and the desire for individualism are just a few reasons why the apparel industry is experiencing a global trend towards casualisation.

Today’s consumers are seeking garments that are versatile – removing the need for multiple wardrobes, and ultimately saving consumers’ time, effort and money.

The Merino Casual collection uses a range of dyeing and finishing techniques to create a unique collection of Merino wool garments which deliver versatility and style combined with functionality and performance.



KNITWEAR

- * 3-D MERINO: Printing technologies enable controlled shrinking to be applied to specific areas within a garment. By using design to create new textures, handles and aesthetics, it is possible to create individual garments that no other fibre can mimic.
- * VINTAGE MERINO: Traditional Merino wool knitwear is known for its rich deep permanent colour but casual looks are often weathered and worn – especially on the edges. Vintage Merino technology allows the colours to fade to a predetermined degree and then stay the same for the life of the garment. Vintage Merino is combined with Mercerised Merino to create luxurious softness and easy care garments.
- * PLEATED MERINO: Creased and un-ironed looks are typical of casual garments. Merino wool’s inherent ability to shed creases can be controlled through special printing and finishes to create crinkle and texture effects in specific parts of a garment. These effects will withstand machine washing.
- * DEVORÉ MERINO: Lightweight Merino knitwear is great for layering. Traditionally one layer hides those below, but casual styling allows other layers to show through. Devoré techniques allow ‘burn-out’ see-through effects to be used to create fun and stylish Merino wool knitwear. The Merino Devoré technology is not destructive, allowing the strength and integrity of the Merino fibre to be preserved.



3-D Merino



Vintage Merino Knitwear



Pleated Merino



Devoré Merino

WOVENS

- * NATURAL BLENDS: Merino wool blends well with other natural fibres. Through the use of specially developed finishing techniques borrowed from the cotton and linen finishing industry, these fabrics have been softened by wet-beating to create a relaxed fluidity that is unexpected in a traditionally formal fabric.
- * RELAXED MERINO: By taking a woven fabric made from worsted-spun Merino yarns, and finishing it as though it were made from woollen-spun yarns, a relaxed look can be created on a formal fabric. The yarns in the fabric have been left unset and allowed to distort, while the fabric has only been lightly cropped to leave a surface fuzziness. It is then left without a traditional pressed finish.
- * VINTAGE MERINO: Garment dyeing techniques borrowed from the cotton industry are used in a novel way to create a subtle weathered look on 100% Merino wool woven garments. Garments made from Merino wool fabrics, which have been treated with a special polymer, are dyed with standard dyes and auxiliaries. Through the mechanical action of dyeing the casual wash down look is created.
- * EASY CARE MERINO: A woollen-spun coating type fabric treated with a special easy care polymer is made into an unstructured garment. Using jeans wear finishing methods it is then garment-washed to create a relaxed casual aesthetic as well as easy care performance.



Natural Blends



Relaxed Merino



Vintage Merino Woven



Easy Care Merino