





AWI Australian Wool
Innovation Limited


WOOLMARK


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BLEND




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merino™

INTRODUCING MERINO TOUCH™

Merino Touch is a versatile collection of super-soft Merino wool knit fabrics and garments designed to provide a touch of luxury in an affordable garment.

The collection demonstrates that the Merino fibre, on its own and when blended with other noble fibres, can create classic garments that look and feel luxurious.

Highly versatile, Merino Touch garments are suited to business, casual, intimate and evening wear.

MERINO TOUCH BENEFITS

- ✓ **Next-to-skin softness**
- ✓ **Affordable luxury**
- ✓ **Excellent fluidity**
- ✓ **Vibrant shades**
- ✓ **Subtle sheen**
- ✓ **Wear performance of Merino**
- ✓ **Machine washable**

REDEFINING LUXURY

A slowing global economy has led to a redefining of the concept of luxury. Consumers today are looking for 'quiet' luxury - quality over ostentatious display.

Consumers want products that are an antidote or reward for managing increasingly busy and stressful lives. The phrase - 'because you're worth it' - has never before had more meaning.

The Merino Touch collection provides next-to-skin softness with the natural durability and performance of the Merino fibre - giving consumers affordable luxury that's built to last.

ENHANCING MERINO

Merino is the finest, hence softest wool in the world.

The Merino Touch collection uses fine Merino wool yarns which have been specially treated to further enhance the softness, lustre and performance of fabrics and garments.

- * *The Mercerised Merino process is carried out just prior to yarn spinning and, as well as imparting softness and lustre, it delivers enhanced next-to-skin comfort and machine washability.*
- * *Mercerised Merino in blends with cashmere and/or silk can create new handles, or can simply be used to improve the performance of an otherwise delicate cashmere or silk product.*
- * *The finest Merino wools coupled with special garment finishing techniques enhance the unique boiled-wool finish to yield a refined softness and drape.*



SOURCING MERINO TOUCH

The yarns for the collection have been sourced from Italy, Hong Kong, China, Korea and India to create supply chains that can deliver Merino Touch to retail markets around the world.

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

