



ISSUE

- Reposition wool as a high quality fibre for women where it is seen as stylish, elegant, tasteful and relevant to contemporary fashion.

PROMISED BY AWI

- To engage several emerging designers and assist them to develop a range of wool garments that would inspire consumers in the target segment.
- To launch marketing activities to change consumer perceptions of wool as a quality fibre and encourage them to purchase wool garments from the ranges created by the partner designers.

DELIVERED BY AWI

- Training and education support for partner designers.
- Television series documenting the journey of six designers creating fashionable garments for selected celebrities (Chinese female role models).
- Media exposure for the television series.
- Provision of information on wool attributes and tips for easy care.
- Support for sales of designer ranges through use of pop-up stores.

BENEFIT TO WOOLGROWERS

- Benefits will flow to Australian woolgrowers through higher prices for greasy wool. Prices will, to some extent, increase in response to the increase in the demand for wool stimulated through the China Luxury Program.



PLANS FOR THE FUTURE

- China remains the most important luxury and quality apparel market for Australian Wool. AWI will continue demand-building programs, partnering with existing global and local brands at the top end of the fashion apparel market.



The figures represented were generated by an independent economic analysis of AWI's investment in this program. AWI undertakes this level of analysis prior to making investment decisions to verify the benefit to growers; during the program to ensure the investment is on track; and at the end of the project to report outcomes of the investment.