

DAVID & PETER MICHELL
Directors & Owners, Michell Wool

Michell Wool is Australia's oldest and largest exporter of Australian wool and has been associated with the international wool textile industry for nearly 150 years. From its global headquarters in Adelaide, South Australia, brothers David and Peter Michell oversee a company with manufacturing and processing facilities in Australia and China and an Australia-wide sourcing network. Michell Wool is renowned as a consistent, reliable supplier and processor of quality wool fibre, supplying the world with millions of kilos of raw and processed wool annually.

Since 2004, David Michell has been the Executive Director of Michell Wool, overseeing processing, sourcing, marketing and trading operations continuing the Michell family tradition. In addition, David owns lifestyle apparel brand ioMerino, specialising in Australian Merino wool performance activewear and is currently the President of the Federation of Australian Wool Organisations.

Peter Michell is Director at Michell Wool and was its Managing Director for the decade following 2004. Peter holds a Bachelor of Management from UniSA, is a fellow of the AICD (FAICD), is a fellow of the Governors Leadership Foundation (FGLF2000), and currently sits on the University of Adelaide's Agribusiness Advisory Board. Peter founded and chairs an R&D tech startup he founded in 2016, is a Director of ASX listed Duxton Water Ltd., and is a Director of Mutual Trust Pty. Ltd., Australia's preeminent Private Bank. His 30 years in Agribusiness has been predominantly wool oriented. Working the length and breadth of the supply chain in the wool textile and leather industries has seen Peter responsible for soft commodity trading, global B2B industrial sales and marketing, production management, R&D, trade finance, water and waste water management, and strategic leadership.



Michell Wool是澳大利亚最古老且最大的羊毛出口商,并已在国际毛纺织行业活跃了近150年。公司总部位于南澳大利亚阿德莱德,David和Peter Michell两兄弟掌管着这家同时在澳大利亚及中国开有生产和加工工厂的公司以及一个覆盖澳大利亚的采购网络。Michell Wool作为一家高品质羊毛纤维的供应商兼加工企业,保持着一贯的高标准,并以此闻名。它每年为世界提供上亿公斤的原毛及毛条。

自2004年以来,David Michell一直是 Michell Wool的执行董事,掌管着加工、采购、营销及贸易业务,传承了Michell的家族传统。此外,David还拥有专门生产由澳大利亚美丽诺羊毛制成的运动休闲服饰品牌ioMerino,并且目前还是澳大利亚羊毛组织联合会(FAWO)主席。



“China has become a very dynamic industry, and those not providing on-trend or high-quality garments in wool will probably disappear. China built a very robust early-stage processing industry in the 1990s, some of them boldly going vertical. Not only is China the supply chain manufacturer but they became the end-buyer as well.”

“这个行业正在中国变得生机勃勃,那些跟不上潮流抑或是无法提供高品质羊毛服饰的品牌或许会消失。二十世纪九十年代,在中国诞生了一个兴旺的前期加工行业,其中许多公司的业务呈爆炸式的增长。中国不仅是供应链中的制造商,也是最终买家。”



“In terms of quality, I believe that China picked up where the Italians left off; they have the right machinery and are mastering the next-to-skin trend, enhancing the sub-19-micron portion of the wool clip. They are making some really world-class fabrics.”

“就质量而言,我认为中国比意大利更上一层楼。他们有优良的机械设备,并掌控着贴身羊毛服饰的潮流,同时还提高了细于19微米的羊毛产量。中国企业生产的是真正的世界级面料。”