

SPRING/SUMMER 2021 NEW SEASON WOOL PRODUCTS

With summer approaching, Australian Wool Innovation has compiled for *Beyond the Bale* readers this special preview of some of the best wool and wool-rich products that will be available from Australian brands this season. Discount offers are available on selected products, exclusively for Australian woolgrowers. There are many other wool products available from these brands. Take a look around their stores and websites – and happy shopping.



SHOP ONLINE NOW



1 Comprising 80% 18.5-micron Merino wool grown on the NSW Southern Tablelands, our 'Narrawa' socks are the ultimate in comfort, quality and versatility. Each sock is knitted on vintage machinery in Crookwell, NSW, by 10th generation sock maker, Andrew Lindner, and individually hand finished. The ribbed knit makes them ideal for wearing with a variety of footwear, all year round.

www.lindnersocks.com.au

* Discount code **BTB10**

* Discount applies to all purchases of 'Narrawa' style socks for *Beyond the Bale* readers.

* Discount expires 30th September 2021

2 Wilderness Wear has developed a leading edge hybrid material - MerinoFusion. This is an industry first knitted material using high-end polypropylene and premium Australian Merino. It is 'the best of both worlds' for its ability to draw on the practical strengths of both these yarn inputs. MerinoFusion Light 160 is available in a range of fabulous colours. Priced from RRP \$100, all are made in Australia.

www.wildernesswear.com.au

* Discount code **MF20AWI**

* Discount expires 10th December 2021

3 Made from 100% certified Australian Merino wool, the Pearl Cardi is a must have for your wardrobe. Features include our signature cable detailing on the sleeves, pockets, side split and a longer hemline.

www.irisandwool.com

* Discount code **PEARL30**

* Discount applies to the Pearl Cardi

* Discount expires 30th December 2021

SPORTSCRAFT

4 Our Harrison Wool Blend Quarter Zip is made from a Woolmark-certified blend of 50% wool and 50% cotton that feels lightweight and is easy to layer. It features a textured quarter zip front, turtleneck, ribbed trims and a jersey back and sleeves.

www.sportscraft.com.au

FARAGE

5 Founded in 1998, Farage has established itself for pushing the boundaries of sartorial style and craftsmanship. Our commitment to quality is strongly complemented by our relationship with AWI. The London F Peak Tuxedo is cut from 100% Merino wool and is proudly Woolmark certified.

www.farage.com.au

* Discount code **WOOL_2021**
 * Discount applies to men's suits
 * Discount expires 31st December 2021



EMU Australia.

6 EMU Australia's focus has always been on using the very best, natural materials that, unlike man-made fibres, are recyclable, reusable and biodegradable. The Platinum Stinger Mini is a snug, water resistant, ankle-height boot made in Australia using natural, cushioning, cosy double-face sheepskin.

www.emuaustralia.com.au

* Discount code **ITS2021**
 * Discount applies site-wide, **excluding Mayberry**
 * Discount expires 31st October 2021



7 MiniJumbuk's Limestone Coast Wool program aims to support local woolgrowers and communities in our region. MiniJumbuk is incredibly proud to be located in the Limestone Coast and sourcing high quality wool from happy, well loved sheep that helps support the local communities and investment within our region.

www.minijumbuk.com.au

* Discount code **BTB40**
 * Applies to full priced wool bedding
 * Discount expires 28th February 2022



WOOL RICH BLEND

Sportscraft
 Harrison Wool Blend
 Quarter Zip - \$159.99

4



PURE NEW WOOL

15% off*
 see details left

Farage
 London F Peak Tuxedo
 - \$1,495

5



20% off*
 see details left

EMU Australia
 Platinum Stinger Mini
 RRP \$159.95



SHEEPSKIN

6



Minijumbuk
 Limestone Coast wool quilt

40% off*
 see details left



INTERIORS
 PURE NEW WOOL

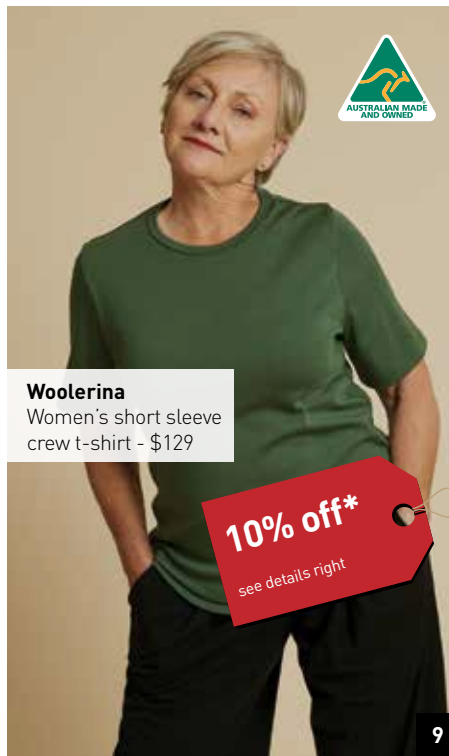
7



20% off*
see details right

Smitten Merino
Pure Merino Dressing Gown
- \$499

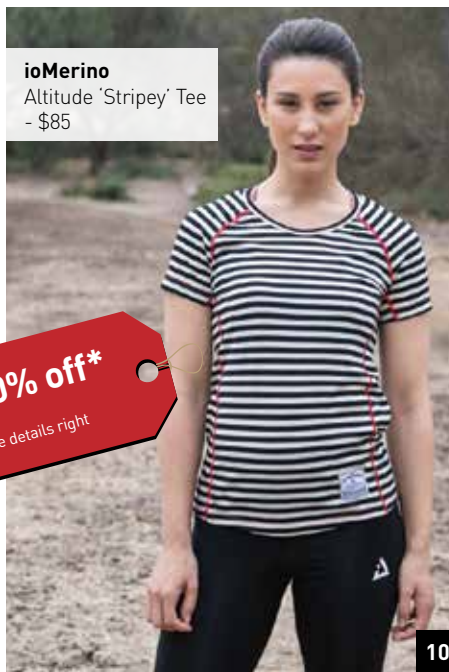
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Woolerina
Women's short sleeve
crew t-shirt - \$129

10% off*
see details right

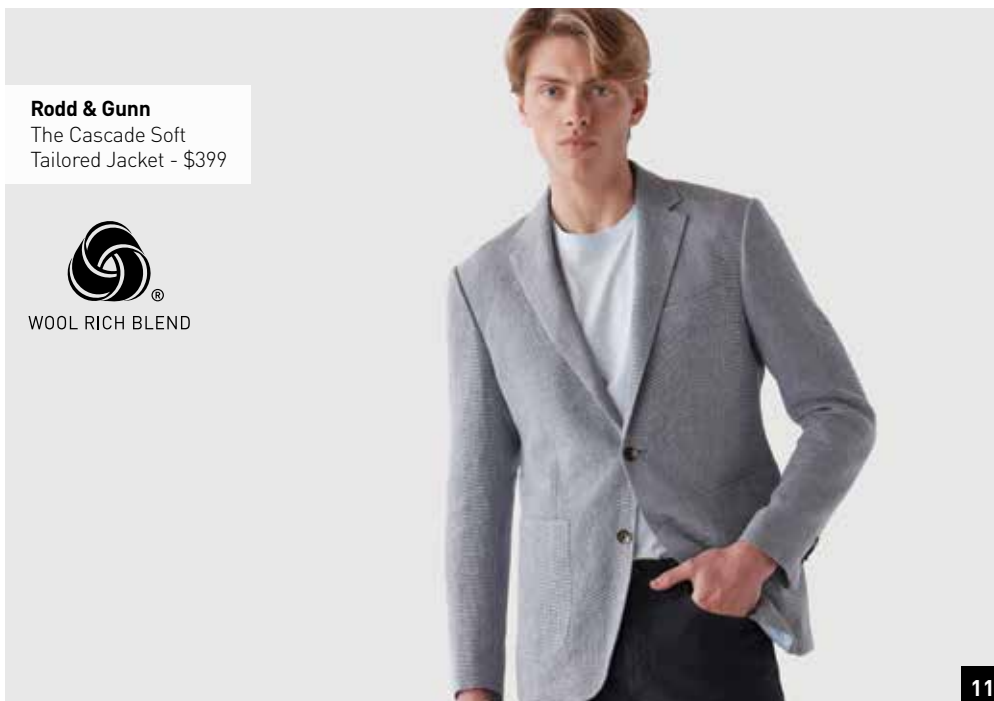
9



ioMerino
Altitude 'Stripey' Tee
- \$85

10% off*
see details right

10



Rodd & Gunn
The Cascade Soft
Tailored Jacket - \$399



WOOL RICH BLEND

11

Smitten merino

8 Our beautiful 100% Merino Ponte Dressing Gown is our most popular sleepwear item. Constructed from soft superfine Merino Ponte, it is 360 gsm in weight - so thick but not too heavy, and wonderfully warm. It is a unisex item - both men and women wear it and love it. Available in 7 colours and made with care in Tasmania from Australian wool.

www.smittenmerino.com

* Discount code **AWI20**
* Discount applies to sleepwear
* Discount expires 30th September 2021

woolerina

9 This 100% soft Australian Merino wool t-shirt for women is lightweight and breathable and the perfect choice as the weather starts to warm up. Woolerina's complete collection is made in Australia at their work rooms at Forbes in central NSW.

www.woolerina.com.au

* Discount code **BTBSPRING21**
* Discount applies to women's t-shirt advertised
* Discount expires 31st December 2021

ioMerino™

10 This natural, breathable, temperature regulating tee delivers premium comfort and performance in any weather and is one of our all-time best sellers. It is pictured paired with our revolutionary Merino-rich leggings, for the best of both worlds with compression + comfort. The Altitude Tee contains 96% superfine Australian Merino and 4% Elastane.

www.iomerino.com

* Discount code **MERINO10**
* Discount applies to full price ioMerino (excl. custom print tees)
* Discount expires 31st January 2022.

RODD & GUNN.

11 The Cascade Soft Tailored Jacket Sports Fit is made up 51% Australian wool and 49% French linen (certified Master of Linen), with the fabric woven in Italy.

www.roddandgunn.com



Hedrena
New Somerset Naru
- \$129.95



PURE NEW WOOL



12



M.J. Bale
Ashby Wool Knit - \$169

13



PURE NEW WOOL

InStitchu
Both tailored suits
featured are \$999 each

20% off*
see details below

14

IMPORTANT

1. AWI is pleased to showcase a selection of quality wool and wool-rich products on behalf of some of Australia's most iconic brands. All product descriptions have been provided by the brand. Please contact the brand directly for general enquiries about these specific products and discounts and refer to the companies' websites for all details on products, purchase and delivery.
2. In The Shops discounts are offered exclusively to Australian woolgrowers.

fellahamilton
EST 1969

M.J. BALE

INSTITCHU
CUSTOM TAILORS

12 Since 1992, HEDRENA® has provided women around the world with apparel made from the finest 100% Australian Merino wool. Knitted exclusively for HEDRENA®, and transformed into a fabric like no other, this elegant range maximises the benefits of wool for comfort and style through both warm and cool months and is 100% Australian Merino wool.

www.fellahamilton.com.au

13 M.J. Bale's Ashby knits are crafted using superfine Merino wool from 5th-generation Ashby farm, overseen by the Bennett family, in the Tasmanian Midlands. "The single-source idea is about doing things which have integrity," says M.J. Bale Founder Matt Jensen. "Integrity is a key value for all of us at M.J. Bale. The other one is character."

www.mj bale.com

14 Women's rich Burgundy women's suit is crafted from 100% Australian Merino wool (Super 110s 285G). This suit is made to measure and completely customisable, either jacket and pants or skirt. Men's classic grey, blue and indigo check 100% Australian Merino wool flannel men's jacket is completely customisable and made to measure jacket and pants.

www.InStitchu.com

*Discount code Woolmark20
*Discount applies to site-wide - available online or at a Showroom
*Offer cannot be used in conjunction with any other offer, see website for full terms and conditions.
*Discount expires March 2022