

Contents

March 2010

Regulars

- 5 Comment The view from the editor
- 6 News Global update from fibre to fashion
- 39 Obituary Graham Johnson
- 40 The Markets Global raw material prices
- 45 The List Technical terms explained
- 48 My Day Lorna Macaulay, chief executive of the Harris Tweed Authority.
- 49 Events Shows, exhibitions and conferences across the world

News analysis

12 Royal intervention
Jonathan Dyson reports from the launch of the
Wool Project, a promotional campaign to raise
awareness of the advantages of wool products,
championed by HRH the Prince of Wales.

14 The value of provenance The Wool Company consortium in Biella aims to stimulate demand for wools grown in the local area. Debora Ferrero reports.

Show reports

20 Fresh and functional

Janet Prescott reports from Pitti Immagine Filati, where mills captured the imagination of key buyers by demonstrating research and technical investment.

24 Back to the future

Confident collections, a revamped layout and increased visitor figures helped create an upbeat mood at Pitti Immagine Uomo. Janet Prescott reports.

Special features

Yarn trends for spring/summer 2011

22 Light and airy

Zegna Baruffa is stretching the boundaries of super luxury yarn for knitwear through its superfine wool range.

Interiors

34 Smart touch

Jonathan Dyson examines Wools of New Zealand's interactive service designed to inform customers and retailers about the value of its wool carpets.

36 Healthy home

Tara Hounslea discovers how Australian Wool Innovation is promoting the benefits of wool for the interiors market.

37 Woolly warmer

Second Nature has developed rigid insulation for homes using redundant wool carpet. Tara Hounslea reports.

Features

16 The Knowledge

Tom Hainsworth explains how Hainsworth Broadcloth combines aesthetic appeal with high performance for the interior textiles market.

18 Global Consumer Watch

Keith Nuthall discovers why an increasing interest in fashion means Canada offers a diverse niche market for high-end fabrics in its urban centres.

26 Swimming downstream

Regine Hövelmann tells the remarkable story of a special high-quality leather made from salmon skin.

28 Pride of Yorkshire

A new fabric collection that celebrates the outstanding textile heritage of Yorkshire is attracting growing interest.

Tara Hounslea reports.

30 The Twist Interview

Rocky S talks to Elizia Volkmann about the growing success of his eponymous label, which fuses Eastern and Western influences and uses an array of luxury fabrics.



