The International Magazine for Luxury Fabrics, Yarns and Fibres

# Twist

Issue 24 September 2010

### Silk route

Bruce Montgomery on what the tie means in today's world

Fabric and yarn trends for autumn/winter 2011/12 Eco luxury focus Wakako Kishimoto interview Hong Kong Fashion Week



## Contents September 2010

#### Regulars

- 9 Comment The view from the editor
- 10 News Global update from fibre to fashion
- 44 Obituary Donald Mount Cook Burnett
- 46 The Markets Global raw material prices
- 49 The List Technical terms explained
- 52 My Day Sam Guthrie, Australian Wool Innovation manager, Greater China
- 53 Events Shows, exhibitions and conferences across the world

#### Show reports

- 24 Gateway to China Elizia Volkmann reports from the bustling hub that is Hong Kong Fashion Week.
- 26 Catching the eye Exhibitors were striving to stand out from the crowd at Pitti Filati, writes Janet Prescott from Florence.

#### Special features

#### Yarn trends for autumn/winter 2011/12

- 28 Intelligent knits Zegna Baruffa has developed a range of technical yarns for everyday elegance.
- 30 Exclusive expertise Cariaggi is extending its range of luxury Cervelt yarn even further, explains Janet Prescott.

#### Eco luxury

36 Green statements

Janet Prescott describes how interest in ecofriendly fashion has never been greater, with an influx of designer collaborations, a growing focus on sustainable materials and an ethical agenda.

#### 38 A clear path

Tara Hounslea tells the story of NewMerino, an Australian wool brand which provides complete transparency along the supply chain.

#### Features

18 The Knowledge

Bruce Montgomery examines how silk weavers and designers are making the tie an increasingly relevant contemporary style choice, with the traditional British necktie continuing to gain favour in the UK and overseas.

#### 22 Global Consumer Watch

Nancy Ford describes how a rousing student project raised some interesting ideas about how to improve the perception of wool in the US consumer market.

#### 32 The Twist Interview Wakako Kishimoto talks to Janet Prescott about

Wakako Kishimoto talks to Janet Prescott about her creative approach and the print label Eley Kishimoto's growing focus on accessories.

#### 40 Playing to win

Alfred Brown is enjoying increased demand from both the domestic market and overseas, while courting media attention from every angle, reports Tara Hounslea.

#### 42 Country pursuits

Johnstons of Elgin is finding growing interest in its traditional Scottish shooting styles, with lambswool predicted to be on target for success for the new season.





CONTENTS



11





