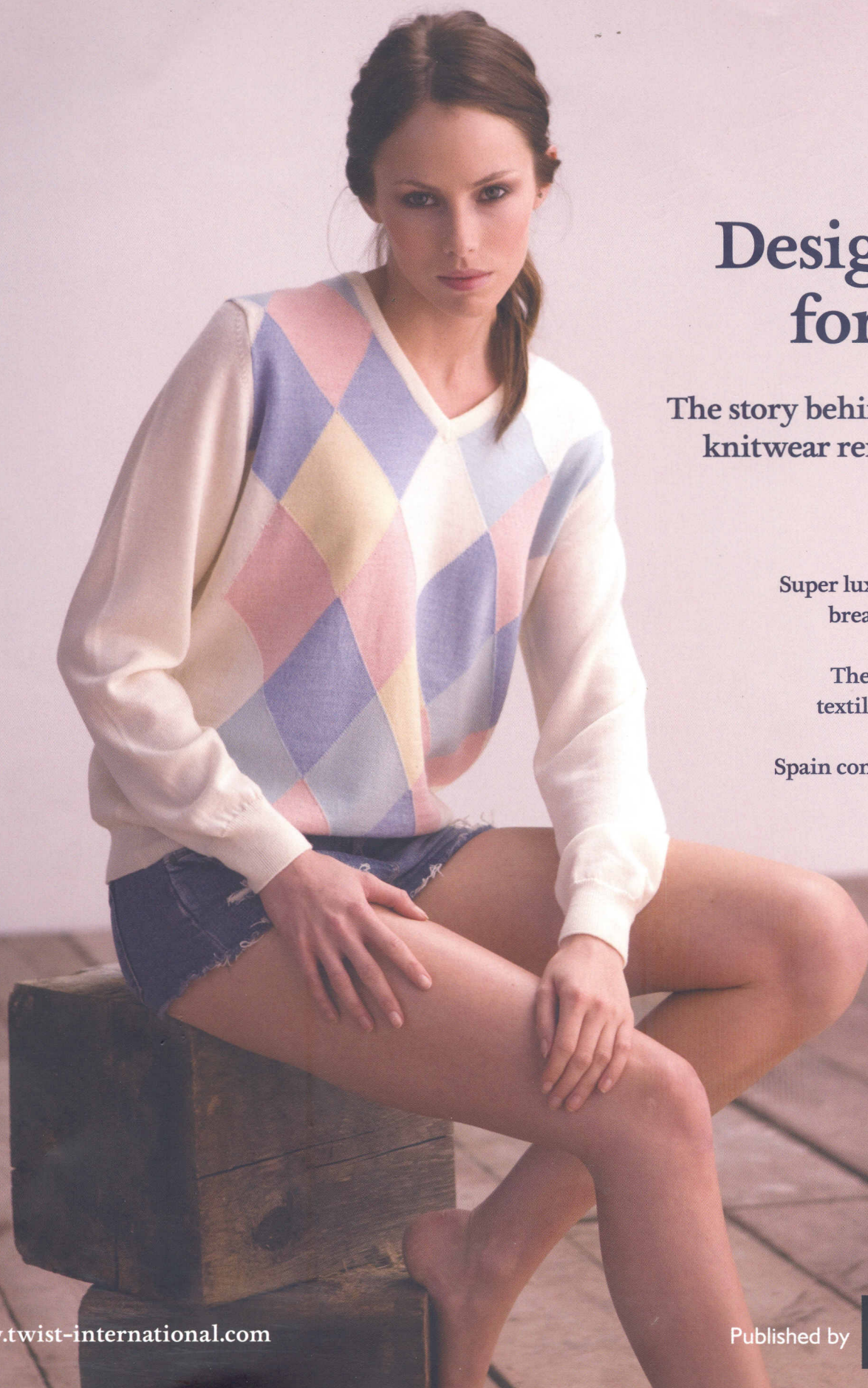


The International Magazine for Luxury Fabrics, Yarns and Fibres

Twist

Issue 33
July-August 2011



Designed for life

The story behind wool's
knitwear renaissance

Wool focus

Super luxury - how to
break into China

The next-to-skin
textiles revolution

Spain consumer watch

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Cloths from British mills are central to the attraction of a new tailoring showroom in Leeds, Yorkshire. Charlotte Rogers reports.

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Janet Prescott examines the key ways for luxury textiles companies to exploit the significant new opportunities in the emerging markets.

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Skopes, a British menswear brand which only uses English fabrics for its top end ranges, is proving a big hit in China, and is also growing strongly in the UK. Jonathan Dyson reports.

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Next-to-skin textiles are offering an increasingly diverse range of advantages. Janet Prescott investigates.

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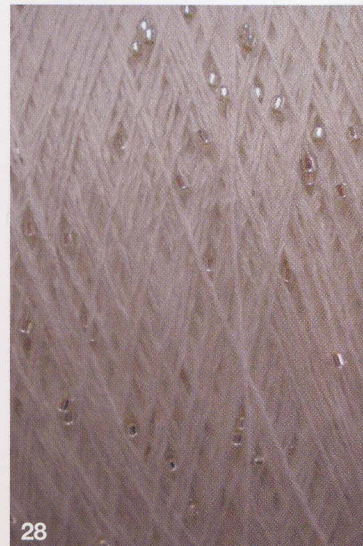
A focus on imaginative design, a subtle use of Spanish tradition, and a wide range of quality fabrics, are all helping increase the prominence of Spanish luxury fashion. Alyssa McMurtry reports from Madrid.

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Stuart McCullough, CEO of Australian Wool Innovation, outlines the unique benefits of wool knitwear, and looks at recent innovations and consumer trends helping grow demand for luxury knitted garments; while on page 26 knitwear designers and textile mills talk about why they use Merino wool.

34 The Twist Interview

Jorge Prugue, director of Peru-based Servitrade, the sales division of the Romero Group, which owns Textil Piura, speaks to Elizia Volkmann about the keys to the success of Textil Piura's Pima cotton yarns.



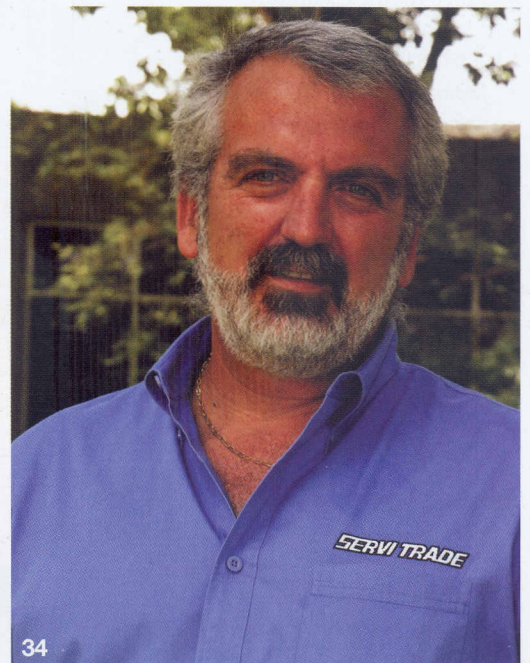
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