

The International Magazine for Luxury Fabrics, Yarns and Fibres

Twist

Issue 49
February/March 2013

**Homeward
bound**
Campaign for
Wool does interiors

**Wool & Early
Stage focus**

The strategist: Rob Langtry

Sourcing

US cotton is king

Rule Britannia: The home of luxury textiles

Emerging sourcing destinations

www.twist-international.com

Published by



Contents

February/March 2013

Regulars

- 4 **Comment**
The view from the editor
- 6 **News**
Global update
- 50 **The Markets**
Global raw material prices
- 53 **Events**
Shows, exhibitions and conferences across the world

Sourcing

- 12 **Transparent origins**
The US cotton industry is proud to offer a fully traceable product following the strict tracking and testing of the fibre from farm to mill.
- 14 **Where in the world?**
Garment sourcing consultant José Koopman discusses the different options for sourcing worldwide.
- 16 **The complete package**
Cotton Council International helps connect spinners and fabric manufacturers with buyers worldwide.
- 18 **Beijing bound**
The return of the Milano Unica pavilion is one of the highlights of the upcoming edition of Intertextile Beijing Apparel Fabrics.
- 20 **Fashion & function**
Jiangsu Danmao is presenting lightweight wool cloth and functional finishes for the new season.
- 21 **Best of British**
Why source textiles from the UK? A manufacturing heritage feeding a strong skills base, resulting in high quality production using natural raw materials.
- 23 **Source guide to UK textiles**
- 28 **Tencel turns 20**
Still going strong, it is 20 years since production started on Tencel.

Yarns

- 30 **Green growth**
Maximising its eco-credentials and targeting an ageing market are key factors in Taiwan's

strategy for growing its knitwear business. Jens Kastner reports.

- 32 **Enchanted by colour**
World renowned textile artist Kaffe Fassett fell in love with knitting as the perfect medium to express his love of colour. Elizia Volkmann reports.

Wool & Early Stage

- 38 **Fibre for all seasons**
Lanas Trinidad has made a strong commitment to sustainability, the crowning glory of which will be the installation of a windmill to meet its energy needs.
- 40 **Spotlight on Uruguay**
Joaquín Martincorena, president of Secretariado Uruguayo de la Lana (SUL), gives the low down on the Uruguayan wool industry.
- 44 **Wool Lab spring/summer 2014**
The Wool Lab sourcing guide showcases premium wool products that embody the latest fashion and textile trends.
- 45 **Global reach**
A global approach to business is crucial to the success of the Swan Wool Group, which recently added an Asian office to operations.
- 46 **Q&A: Piercarlo Zedda, Pantex spa**
- 48 **Campaign catch up**
Ian Hartley, British Wool Marketing Board CEO and Campaign for Wool treasurer, discusses plans to take the Campaign forward in 2013.

Features

- 35 **The Knowledge**
Louis de Beer, general manager of Cape Wools SA, looks at the key events and market environment that made 2012 such a successful year for South African wool.
- 42 **The Twist Interview**
As the brains behind AWT's global marketing strategy, Rob Langtry has orchestrated a series of initiatives to drive the development of wool in the supply chain. The marketing guru speaks to Janet Prescott.

