This year's Wool Week was brought to life last month by David Jones throughout its stores and digital channels, spearheaded by a beautiful campaign starring David Jones ambassador Jessica Gomes and created by The Woolmark Company. The campaign was shot at the iconic Nundle Woollen Mill in NSW. Featured in the campaign stills and fashion film is wool-rich winter fashion and accessories, all available to buy at David Jones, from brands including Aje, Bassike, Bianca Spender, Calibre, Camilla and Marc, Dion Lee, Jac+ Jack, Reiss, Studio Italia, Trenery and Viktoria & Woods.

By heroing Australian wool, Wool Week highlighted the opportunity for consumers to check the label for a garment's fibre composition, choose wool and throw their support behind Australian woolgrowers. Wool Week is an initiative of AWI and its subsidiary The Woolmark Company. It arose from the global Campaign for Wool that aims to educate consumers about the natural benefits of wool and increase sales of wool product.

"Wool Week is a time for the Australian wool and fashion industries to come together and celebrate our nation's precious fibre," explained AWI CEO Stuart McCullough. "This is the ninth year we have celebrated Wool Week in Australia which not only shows the admiration Australian consumers hold for our homegrown fibre, but also gives our woolgrowers a great sense of pride."

Australia's leading premium department store, David Jones, which has 47 stores across Australia as well as a popular online shop, was enthusiastic about its Wool Week promotion. "David Jones has been a proud supporter of the International Woolmark Prize since 2011 and we are delighted to see this develop into an exciting partnership in celebration of Wool Week," said David Jones General Manager of Womenswear and Accessories, Bridget Veals. "Australian Merino wool is a key fibre used by many of our designers and a popular choice amongst customers due to its luxurious feel and wearability. Wool and wool-blend products can be found in a range of styles at David Jones including suiting, knitwear and homewares, making it the ultimate natural fibre for a stylish life."

Retailers, department stores and consumers threw their support behind Australia's ninth annual Wool Week, held from 20-26 May to coincide with the start of the winter retail season, with many retailers having wool-themed window installations and online promotions. The main window display at the David Jones store in Sydney during Wool Week. David Jones ambassador and model Victoria Lee, originally from Narrandera in country NSW, has thrown her support behind Wool Week. Victoria is pictured here wearing a Bianca Spender wool suit, available at David Jones. A Wool Week display in David Jones featuring David Jones ambassador Jessica Gomes wearing a wool coat that is available to purchase in store (see left of picture). Smitten Merino: Catriona Rowntree wearing one of the brand's scarves. Waverley Mills: Window display showcasing 100% Australian wool products. Merino & Co: MerinoSnug photoshoot at 'Lindsay Park' at Lima, Victoria, showcasing part of the brand's Winter 2019 collection. MerinoSnug is a brand of Merino & Co, owned by Australian Wool Network. Otto & Spike: Part of a Wool Week window display in Melbourne by the knitwear brand. Nagnata: An exclusive editorial series with model Shaughnessy Brown wearing an Australian Merino wool blend collection. David Lawrence: Wool apparel promoted on the brand's website. Woolerina: The brand offered 10% off its full range during Wool Week. Kookaï: The Australian brand's Wool Week campaign and its wool apparel were featured as the hero on its homepage, with links through to wool products that could be bought online. Nadia Fairfax: The 'It girl' amongst Sydney's fashion elite Nadia Fairfax was featured on Instagram wearing Jac+ Jack's 100% wool Oscar sweater.
The wool market

Australia produces more than 300 million kilograms of wool each year; about 20 per cent of global wool production. Australia is the world’s leading producer and exporter of fine wool.

Major markets

Australia sells wool to many countries around the world, including China, India and Italy.

Most wool is sent overseas as raw (greasy) wool. This greasy wool is processed overseas and made into a wide range of products, such as clothes, textiles and furnishings.

After processing, some of the products are imported back into Australia and sold to Australian consumers, but most products are sold to consumers in the Northern Hemisphere.

Wool marketing

Wool is just one fibre that can be used to make clothes, textiles and furnishings. It has to compete with other fibres, such as cotton and synthetics.

Australia works hard to tell the world how good its wool is, through many advertising campaigns online and in magazines.

Famous fashion designers, celebrities and clothing retailers help promote Australian wool to the world. Some of these include Sportscraft, Country Road, Snowgum, EMU and RM Williams.

Check out Woolmark’s latest marketing campaigns on YouTube and social media.

Did you know?

- Australia produces about 90 per cent of the world’s fine apparel wool.
- Most wool produced in Australia is sold by auction, where the highest bidder wins.
- China buys most of Australia’s wool.

Glossary

Auction — a method of selling wool where buyers gather and bid for each sale lot. The bidder with the highest price wins the sale.

Exporter — a country that sells products or services to another country.

Raw (greasy) — wool straight from the sheep that has not been processed.

Imported — bought from other countries.

More information

To find out more about wool markets and marketing, take a look at:
- learnaboutwool.com
- Beyond the Bale magazine: beyondthebale.wool.com
- campaignforwool.com