

The Campaign for Wool in Canada

THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

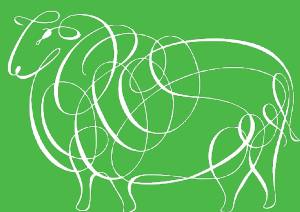
Wool Report 2019

About The Campaign for Wool

The Campaign for Wool was launched in Canada by TRH The Prince of Wales and The Duchess of Cornwall in Pictou, Nova Scotia during their 2014 Royal Tour. The first Canadian Wool Week followed in the Fall of 2014.

The Campaign is the Prince's global endeavour to raise awareness of the unique, natural and sustainable benefits of wool, and currently runs across the world in 13 different countries.

The Campaign brings together major fashion designers, woolgrowers, retailers, manufacturers, artisans and interior designers from around the globe to celebrate wool's endless myriad of uses – from luxurious fashion to home insulation to art.



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**The Campaign for
Wool in Canada**

Wool Report 2019

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2019 Campaign Highlights



73% sell through on the capsule collection ahead of discounting

Events and partnerships in Toronto, Montreal, Vancouver, Quebec City and Ottawa



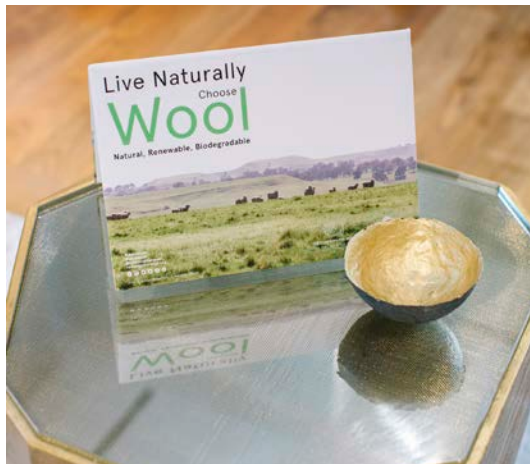
Over 300,000 viewers of The New Voices in Wool Exhibition and the other sheep and wool related content sponsored by The Campaign at the Royal.



42,612,890 earned media impressions

Holt Renfrew Designer Capsule Collection

To celebrate Canadian Wool Week 2019, the Campaign for Wool partnered with Holt Renfrew and three Canadian fashion design powerhouses to create a limited-edition capsule collection. On sale from September 23 in select Holt Renfrew locations (Toronto, Vancouver and online), the collection features exclusive collaborations between fine British Mills (including Abraham Moon and Holland & Sherry) and Canadian designers LINE, SMYTHE and Mikhael Kale.



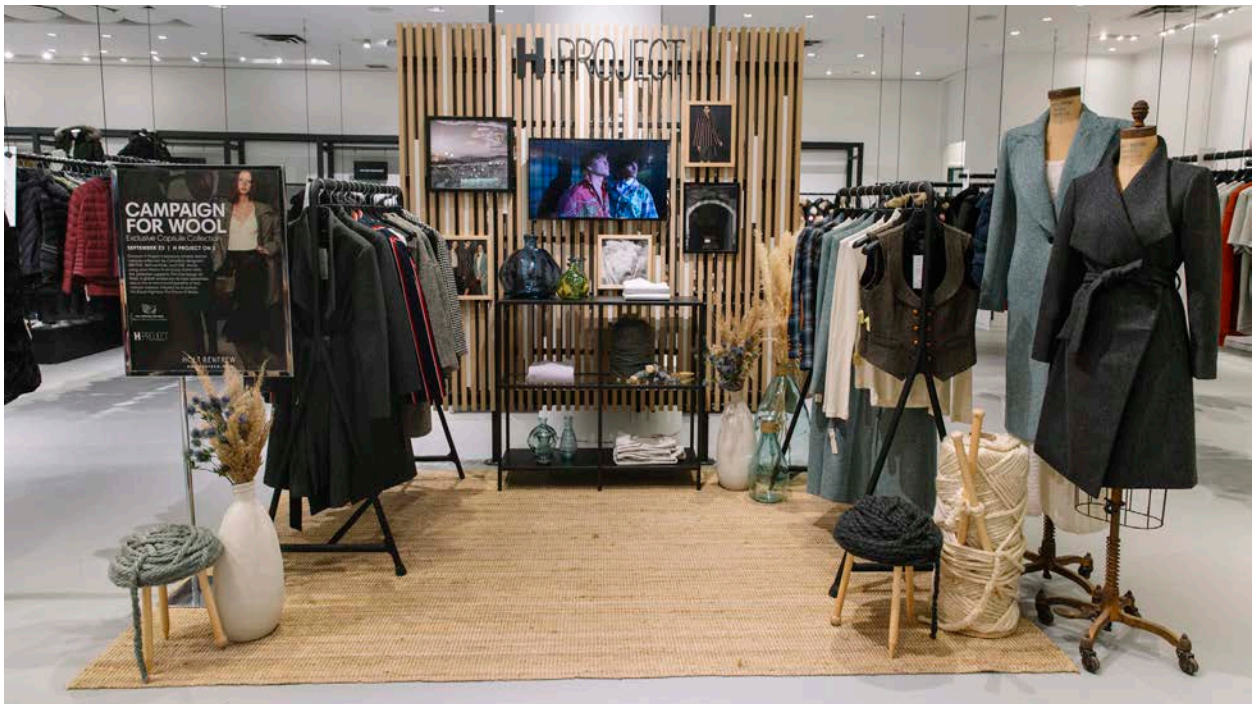


HOLT RENFREW

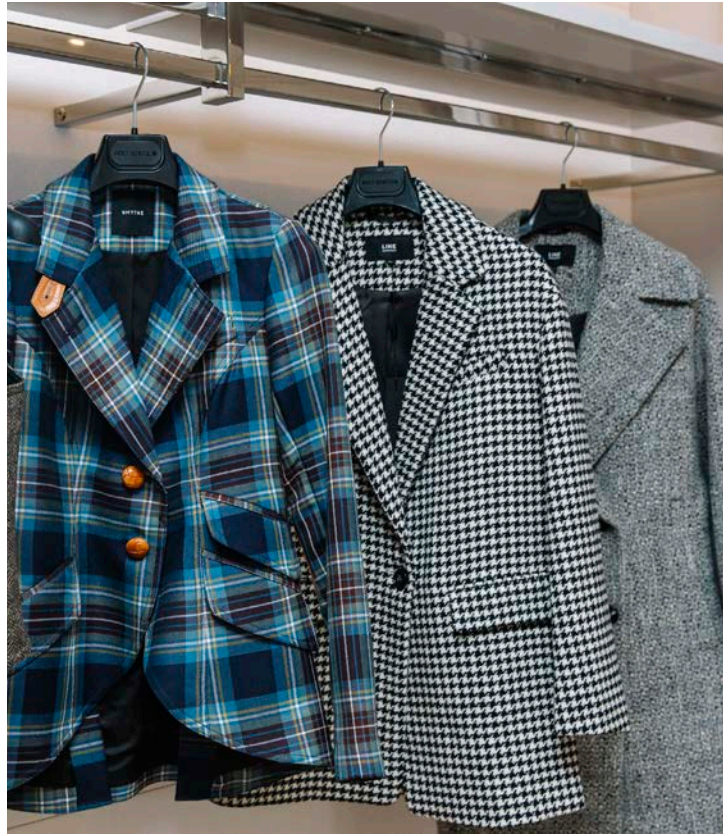
LINE

MIKHAEL KALE

SMYTHE











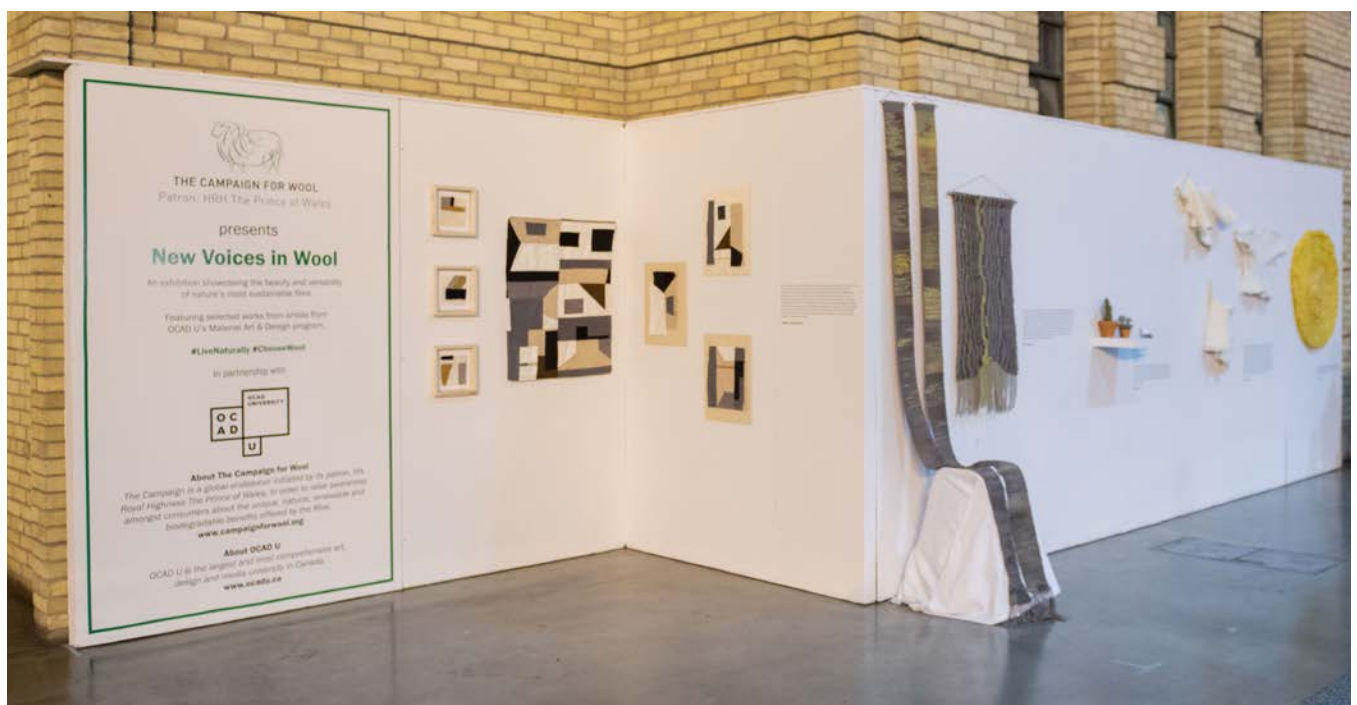
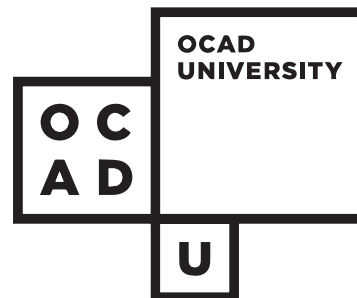
New Voices in Wool Exhibition at the Royal Winter Fair

This is the third year The Campaign for Wool has partnered with The Royal Winter Fair in Toronto, the world's largest indoor agricultural event.

Located in the Fair's Heritage Court, the "New Voices in Wool" exhibition featured textile work created by five artists from the Ontario College of Art and Design University (OCAD U) Material Art & Design (MAAD) program. The works included sculpture, wall-hangings, rugs and garments that help to capture the versatility and beauty of wool. Art works were selected through a competitive, juried process.

GET AGRICULTURED

The Royal[®]
AGRICULTURAL WINTER FAIR
NOVEMBER 1-10, 2019





THE CAMPAIGN FOR WOOL

Patron: HRH The Prince of Wales

presents

New Voices in Wool

An exhibition showcasing the beauty and versatility of nature's most sustainable fibre.

Featuring selected works from artists from OCAD U's Material Art & Design program.

#LiveNaturally #ChooseWool

In partnership with



About The Campaign for Wool

The Campaign is a global endeavour initiated by its patron, His Royal Highness The Prince of Wales, in order to raise awareness amongst consumers about the unique, natural, renewable and biodegradable benefits offered by the fibre.

www.campaignforwool.org

About OCAD U

OCAD U is the largest and most comprehensive art, design and media university in Canada.

www.ocadu.ca



Sheep and Wool Programing at the Royal

The Campaign was the official sponsor of the Royal Winter Fair's sheep and wool-related programing, including sheep shearing demonstrations which occurred regularly throughout the run of the Fair. The programing which is very popular amongst the Fair's 300,000 guests, aims to educate the public on the humane and sustainable processes involved in harvesting wool.





Fashion Friday at the Royal Horse Show

The Campaign for Wool profiled its recent capsule collection with Holt Renfrew at the VIP opening reception at the Royal Horse Show on Friday, November 8. The Campaign's CEO, designers, Advisory Council Chair John Muscat, and our celebrity Ambassador Melissa Grelo were interviewed in the ring just before the Horse Show's title event to discuss the collection and share the Campaign's message.





The Royal Sheep Education Centre & Public Wool Care Demonstrations

The Campaign is the sponsor of both a dedicated area teaching the Fair's over 300,000 guests about wool's amazing properties as well as public demonstrations on wool care.

Retail partner Ca Va de Soi presents a series of interactive and engaging demonstrations at different times during the Fair in order to demystify what it takes to look after fine woollen knitwear and other clothing items. The demonstrations are run by CVDS's own atelier's from their own in-house care service Ca Va Bain.



THE CAMPAIGN FOR WOOL

Patron: HRH The Prince of Wales

#CHOOSEWOOL

#WOOLWEEK

@CAMPAIGNFORWOOL



"I sometimes think that too many people have forgotten - or perhaps they never even realised in the first place - that not only is wool one of the most beautiful, ecological and sustainable natural fibres in the world... it is also one of the most beneficial, and it fills me with dismay when we overlook it."

—Our Patron:
His Royal Highness
The Prince of Wales.

THE WOOL INDUSTRY IN CANADA



• Early French settlers brought the first sheep to Canada around the year 1650.

• Canada's sheep population has varied considerably, but today there are over one million, with the largest flocks in Quebec, Ontario and Alberta.

• Canada's three million pounds of wool is a fraction of world production and there is virtually no wool processing in this country. Ten percent of Canadian wool is sold here and the remainder is exported to Britain, France, Germany, Spain, Japan, United States, China and India.

• The most popular wool breeds in Canada include Rambouillet, Corriedale and Columbia. Other popular breeds raised for food production include Suffolk, Southdown, Hampshire, Dorset and Cheviots.

• Due to our cool climate, Canadian wool is highly elastic. This elasticity or springiness enables wool to retain its original shape. Canadian wool is blended with wool from other countries with less of this desirable characteristic.

WOOL: A NATURAL FIBRE

Wool is a protein fibre formed in the skin of sheep and is thus 100% natural.

RENEWABLE

- As long as there is grass to graze on, every year a sheep will produce a new fleece, making wool a renewable fibre source.

BIODEGRADABLE

- At the end of its useful life, wool can be returned to the soil, where it decomposes, releasing valuable nutrients into the ground.



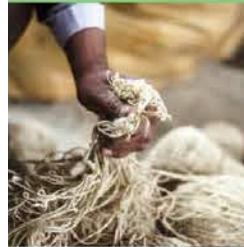
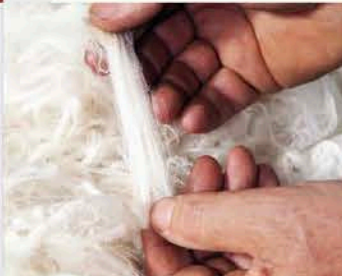
NATURAL INSULATOR

- Used in the home, wool insulation helps to reduce energy costs and prevents the loss of heat to the external environment.

- Wool fibres are crimped, and form millions of tiny pockets of air when tightly packed together. This unique structure allows it to absorb moisture—either from the atmosphere or perspiration from the wearer—without compromising its thermal efficiency.

BREATHABLE

- As the humidity of the surrounding air rises and falls, wool fibre has a large capacity to absorb and release water vapour (up to 30 percent of its own weight) making it extremely breathable.



RESILIENT & ELASTIC

- Wool fibres resist tearing and are able to be bent back on themselves over 20,000 times without breaking. Due to its crimped structure, wool is also naturally elastic, and so wool garments have the ability to stretch comfortably with the wearer, but are then able to return to their original shape, making them resistant to wrinkling and sagging. Wool therefore maintains its appearance over a long period of time, adding value to the product and increasing its lifespan.



ODOUR RESISTANT

- Wool is efficient at absorbing sweat and releasing it into the air before bacteria has a chance to develop and produce unpleasant body odour. Wool fibre's microscopic scales are able to trap and hold dust in the top layers until vacuumed away.



EASY CARE

- Wool also dyes richly while remaining colourfast although the protective waxy coating on wool fibres makes it resistant to staining and naturally anti-static. Recent innovations in wool processing allow fibres to be coated with a special polymer so that clothing items can be machine-washed and tumble-dried, increasing their versatility.



FLAME RETARDANT

- Thanks to its high water and nitrogen content, wool is naturally flame-retardant with a high ignition threshold.

Media Highlights

TORONTO STAR SATURDAY, NOVEMBER 16, 2019 SECTION L ON D11

Are bangs worth it?

Actor Emily Hampshire has some advice, *The Kit*, L3



What's in a name?

Megalomaniac is known for cheeky labels, but has won plenty of awards, L4

WINTER FOR SALE



RICK MADONIK TORONTO ST

Netflix and knit? Yes, please

Get over the initial learning curve and knitting can have all the benefits of a relaxing day at the spa. Plus, you can get yourself a cool hat out of it

JEN KIRSCH

SPECIAL TO THE STAR

"Is knitting cool?" my editor asked me in earnest on the phone last week. She had heard about We Are Knitters, an online company based in Spain that offers knit kits — complete with all the knitting accoutrement (Wool! Needles! A step-by-step pattern guide with coinciding videos!) — to make knitting easy and accessible.

I told her knitting has definitely become a Thing for the millennial set — my progressive, 20-something cousin

Laura, who lives in L.A., has been knitting for a handful of years already — so, I decided to get a kit of my own to see if I could get into it. 'Tis the season, as the temperatures get cooler and begin to hibernate, it seems like if most apparel items of year to pick up new hobby. I also love the idea of gift friends knitted hats or mittens for the holiday season — that is, if I can master the art of knitting.

We Are Knitters set me up with

KNITTING continued on L7

Crafting One of a Kind changes

For some of the more than 800 Canadian artisans selling handcrafted items at Exhibition Place, the annual winter craft show is an opportunity to educate consumers and give back to the community

DEBRA NORTON

SPECIAL TO THE STAR

More than 800 artisans from across the country — including 200 new exhibitors — will showcase their talent and connect with like-minded artists and shoppers at the winter edition of the popular craft fair, for 10 days beginning Thursday at the Esplanade Centre at Toronto's Exhibition Place.

For some makers, the show is more than an opportunity to grow their businesses. It's also a place to educate consumers and give back to their

communities. The theme this year is "Together," says show director Janice Leung. "Community and connectivity have always been at the heart of what we do at One of a Kind. Being amongst this community of makers, I am continuously fascinated by their journeys. It is encouraging to see people whose work is their life, and whose passions are contagious," she says.

First-time vendor Christian Marcello owns Team Plover, a company that makes dog collars and leashes and uses the funds to help rescue unwanted dogs.

For every product Team Plover sells, Marcello commits to transporting one pet in need to a rescue centre or new home. Building awareness is an important aspect of his work, and he sees the One of a Kind show as an ideal place to do just that.

"I'll have the opportunity to tell many people about our mission at Team Plover," he said.

Here are five new artisans to the show with a desire to make a difference.

OOAK continued on L6



DIANA TU

Leetoodles features original art by 17-year-old Leslee Tronelson on T-shirts. She donates half her profits to charity

Netflix and knit? Yes, please

IF YOU DON'T WANT TO LEARN HOW TO knit, you can still get a good hat out of it.

By Jen Kirsch

Special to the Star

It's a great idea to get a good hat out of it.

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Fashionable British Wool-Made Lines

The Prince of Wales & Holt Renfrew Boast the Campaign for Wool

Kalina Nedelcheva – September 21, 2019 – Business
References: [holtrenfrew](http://holtrenfrew.com)



The Campaign for Wool is a new partnership that highlights the collaborative efforts of His Royal Highness The Prince of Wales and Holt Renfrew. The initiative celebrates the versatile and style-forward qualities of the material, while also recognizing its incredible functionality and high thermal properties. Moreover, the marketing initiative seeks to place wool as a "natural, biodegradable and renewable resource," advocating for its implementation in the collection of all brands – big or small.

The Campaign for Wool specifically features British wool, boasting offerings from luxe Canadian designers such as SMYTHE, Mikhael Kale, and LINE. The silhouettes are said to embrace a timeless aesthetic and unparalleled attention to detail. Consumers will have access to this collection starting September 23rd, 2019.



THE GLOBE AND MAIL

The Prince of Wales' Campaign for Wool has announced a new designer partnership with Canadian luxury retailer **Holt Renfrew**. Prince Charles is actively involved in promoting awareness surrounding wool as a natural, biodegradable and renewable resource. His Campaign for Wool unites a global community of woolgrowers, manufacturers, retailers, fashion designers and artisans in this movement. This limited-edition capsule collection with Holt Renfrew was made in partnership with Canadian designers Line, Smythe and Mikhael Kale, all of whom have reinvented classic designs using British wool. For more information, visit holtrenfrew.com.

The collage features several articles from The Globe and Mail:

- Skin (and self) care:** An article discussing the benefits of wool in skincare products, mentioning brands like Holt Renfrew and the Campaign for Wool.
- A good scrub:** An article about a wool-based scrub, highlighting its natural and sustainable properties.
- Curl power:** An article about hair care products, specifically mentioning 'LOVE + CURLS' and the benefits of wool in hair care.
- Style news:** An article providing updates on fashion trends and the Campaign for Wool.



Prince Charles Turns 71 in India as Harry, Meghan, William and Kate Send Birthday Wishes

ANDREW WRIGHT | NOVEMBER 14TH, 2019



Despite spending his birthday away from family this year, Prince Charles hardly seemed homesick.

The future king, who turns 71 today, was photographed smiling from ear to ear as he celebrated in Mumbai with a group of local schoolchildren whose education is supported by his charitable foundation, the [British Asian Trust](#).

Initially stumped over what to give a prince on his birthday, the children decided on something that represented their culture, presenting him with three bonsai gardens complete with small figurines that tell the story of Hindu deity Krishna.

They also sang "Happy Birthday" to the royal and shared some chocolate cake.

On the home front, Prince Charles's children made sure the royal knew he was in their thoughts with special birthday messages posted to social media.

The candid black and white photo taken at Archie's christening represents one of the most significant events in a whirlwind year for Prince Charles.

In March, he celebrated his 50th year as the Prince of Wales, which has been marked by a number of new ventures, including work in the area of sustainable fashion.

His partnership with fashion label [Vin + Omni](#), resulted in the release of a spring/summer 2020 collection featuring fabrics made of nettles from the Prince's Highgrove estate.

He has also advocated for the use of another sustainable fabric through his [involvement with the Campaign for Wool](#).



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IN OUR COMMUNITY
Celebrating National Wool Month

00:17 03:47

Video player interface showing a scene with a woman and a man standing behind a table covered with wool balls. The video title is 'Celebrating National Wool Month' and it is part of the 'IN OUR COMMUNITY' series. The player includes a play button, a progress bar, and various control icons.

Canadians Can Now Add Prince Charles' Eco-friendly Fashion to Their Wardrobe

DERICK CHETTY | OCTOBER 11TH, 2019



Anointed one of the top 10 best dressed men of 2019 by *British GQ* magazine, Prince Charles beat out fashion thoroughbreds like David Beckham and Ryan Gosling. Yet the always-dapper Royal routinely wears decades-old bespoke suits, some with noticeable patches and mending. One of his Savile Row tailors keeps a box of fabric swatches of every suit they ever made for repairs.

The man who will be king one day is not afraid to recycle, up-cycle or shop his own wardrobe and clearly invests in quality and long-lasting fashion. A renowned environmentalist, the 70-year-old prince is leading the charge to show the fashion world how to mix style with sustainability.

He made headlines during London Fashion Week in September when the eco-friendly label Vin + Omi catwalk show featured outfits made of nettles from his Highgrove home. The Prince of Wales invited the two designers behind the label to harvest the weeds at his estate, which they turned into a cashmere-light material for their collection. Not only helping two young designers, the prince also put the spotlight on nettles as a cheap source for material, as it once was centuries ago.

BEYOND
FASHION
magazine

Sustainable Fashion: His Royal Highness The Prince of Wales Presents The Campaign for Wool x Holt Renfrew

2 MONTHS AGO | BY SABRINA BELLISIMO

Renowned department store **Holt Renfrew** has collaborated with **The Campaign for Wool** to bring a new capsule collection for fall. Initiated by its patron, **HRH The Prince of Wales**, *The Campaign for Wool* works to bring attention to the benefits of wool, including its sustainability and its quality. Three Canadian brands—**Smythe**, **Mikhael Kale**, and **LINE**—have each created three pieces for the capsule collection, using the best quality wool and mills. The collection is meant as an alternative to “fast fashion,” featuring classic pieces that are long-lasting and made from natural, sustainable, and environmentally friendly wool and wool-making practices.

Smythe presented a vest, equestrian jacket, and coat as their three pieces. They are all womenswear pieces inspired by tailoring. They are made to fit the shape of a woman and are solid and classic pieces. They can be worn together as layered items or styled individually. The wool is utilized differently in each garment, from the tight blazer to the tweed-esque look of the vest, to the soft, yellow undertone coat. All pieces are made to be long-lasting and durable.

Mikhael Kale took a different approach and provided a full coordinated outfit of wool-based pieces. The outfit includes a wool bustier, a pleated skirt, and a collared cape, all in a mixed striped print. The pieces are not what one would immediately think of when imagining wool garments, which is what makes them so interesting. They demonstrate the versatility of wool and how such sustainable pieces can be incorporated into your wardrobe in different ways.

But the heir apparent has also been advocating the use of a much more common material. The Campaign for Wool is an endeavour HRH initiated in 2010 to raise awareness of the many benefits of this natural fibre from renewable (sheep produce wool every year) to biodegradable (wool breaks down faster in soil and releases nutrients while synthetic fabrics are slow to degrade). Bringing together sheep farmers, fashion designers, retailers and manufacturers across the globe, the campaign has renewed demand for wool and its myriad of uses from fashion to decor and home insulation.

In Canada, luxury department store Holt Renfrew partnered with The Campaign for Wool this fall for a lineup of limited edition wool pieces designed by three Canadian labels: Mikhael Kale, Line and Smythe. Using British wool, the exclusive capsule collections are being sold online and in the store's H Project department — a division dedicated to socially conscious goods, both local and from around the world.

“The Prince of Wales is a generation ahead of his time when it comes to being eco-friendly,” says John Muscat, the designer behind Line, a brand that entered the international spotlight when Meghan Markle wore one of his coats in 2017 for the announcement of her engagement to Prince Harry.

Prince Charles has spent the past four decades championing environmental causes such as climate change, deforestation, ocean pollution and tirelessly advocating for a sustainable future. In 1990, he launched a brand of organic food products under the Duchy Originals label. But as an early adopter for saving the planet, he was often ridiculed and labelled a tree-hugger in those early days.

But the world is now on board, with Swedish climate activist Greta Thunberg, 16, leading the charge and mobilizing an estimated seven million youth and adults to participate in her climate strikes. On September 23, an estimated 2,500 events were scheduled in over 150 countries ahead of the UN Climate Action Summit. Millions more participated in the Sept. 27 protests, including Thunberg herself, who joined the action in Montreal.

Prince Charles is not the only royal who sees the long lasting benefits of wool garments. His daughter-in-law, Kate Middleton, owns a couple of wool blazers from the Canadian brand Smythe and has been wearing them regularly since she was first seen in one back in 2011 on a Royal visit to Canada.

Smythe is known for their exquisite tailored blazers designed by Andrea Lenczner and Christie Smythe. The brand started out in 2004 with a dedication to perfecting the woman's blazer, which sent them on the hunt for the ultimate fabric to use for this wardrobe staple. It was near impossible to find any Canadian mills producing wool and that's when they became fans of British wool. “It drapes really well,” they enthused.

As it turns out, not all sheep are alike. Due to factors from diet to climate, the sheep in the U.K. are known for producing a more fine and luxurious wool. The wool of Canadian sheep are used more for hard-working textiles such as carpets and furniture upholstery.

But as the Campaign for Wool notes, it has numerous benefits beyond being renewable and biodegradable: it is breathable, odour resistant, easy to care for, provides UV protection and is a natural insulator.

It's a reminder to cozy up to this woolly material.

Please see our gallery below for some of the pieces from The Campaign for Wool X Holt Renfrew.



The final brand, LINE, takes yet another approach by featuring their three classic coat silhouettes in wool as their collection pieces. One is a shorter “boyfriend” cut coat in a fun houndstooth, one is a slouchier shoulders grey double-breasted coat, and the last is a dark grey belted wrap coat—the same silhouette made famous by Duchess Meghan Markle. While also part of the collection, the coats suit a cohesive story and vision for the brand. They are wearable, tight-knit, and suited for all ages and kinds of women. The wool coats are warm, but not overly heavy, and can be paired with any of LINE's knitwear. All pieces are resilient and easy to care for as well.

If you are interested in checking out this capsule collection, they are available at Holt Renfrew stores as well as online. All garments are priced in the same range as the brands and are excellent quality, showcasing the benefits of wool aesthetically as well as practically. They are made to be timeless and long-lasting while featuring natural wool fibres which are biodegradable.





≡ **FASHION**

FASHION

Line, Smythe and Mikhael Kale Design Limited Edition Wool Pieces for Holt Renfrew

In collaboration with The Prince of Wales' Campaign for Wool.

By Maddison Glendonning Date September 23, 2019

Today, Holt Renfrew unveils a limited edition capsule collection of wool pieces as part of its partnership with The Prince of Wales' Campaign for Wool initiative.

The Canadian department store has tapped three high-profile local designers – Line, Smythe and Mikhael Kale – to each design a three-piece capsule collection for the fall season.

The purpose of the initiative is to help draw attention to the many benefits of wool, primarily that it is a natural, renewable and biodegradable resource that's both friendly to people *and* the environment. Matthew J. Rowe, the CEO for The Campaign for Wool Canada, said in a statement, "The Campaign for Wool and His Royal Highness The Prince of Wales recognize wool as a natural, sustainable and beautiful resource offering many technical and ecological benefits. We are proud to work with Holt Renfrew and these three incredible Canadian designers to help share this message with consumers."

A variety of mills, artisans, manufacturers and woolgrowers were partnered with the designers to help create the final looks. Smythe designers Andrea Lenczner and Christie Smythe designed three pieces that work in tandem, as well as on their own – these include a wool waistcoat, an equestrian-inspired check blazer and a long-line blue wool coat in the brand's signature silhouette. Line created three separate jackets – a herringbone blazer, a grey tweed coat and a grey wool iteration of its best-selling wrap coat (which you will instantly recognize as having been worn by Meghan Markle in white for her engagement announcement with Prince Harry). And finally, Mikhael Kale created a three-piece look consisting of a button-closure cape, blouse and pleated skirt finished in a navy blue and red stripe.



LIFE

Why 'Netflix and knit' is my new 'Netflix and chill'

By Jen Kirsch Special to the Star
Wed., Nov. 13, 2019 · 6 min. read



The rise in this trend is similar to other old-school maker trends like being a plant parent, collecting cacti, and making macramé wall hangings. I was talking to a few people I met at a cocktail party about my knitting assignment for the Star, and it just so happened that I was talking to Matthew Rowe, the CEO of the Campaign for Wool, which was started by the Prince of Wales.

"Hopefully the Campaign for Wool played a role in bringing back all things wool," says Rowe of the campaign which was started in 2010. He told me that last week happened to be wool week (who knew!) and that the Campaign for Wool partnered with Holt Renfrew for a limited edition capsule collection featuring three Canadian designers – Smythe, Line and Mikhael Kale – giving them access to British Heritage wool. "The capsule collection highlights how wool is breathable, allergy safe, easy to care for and multi-climatic, making it a staple piece for wardrobes," says Rowe. Their designs were showcased at the Royal Winter Fair for guests on the Royal Terrace.

He acknowledged the rise in wool being picked up by the millennial set, and says he's not surprised. "People are conscious of what they're consuming and what they're buying and looking to the past for good examples of what things work. Millennials want to connect with real things that connect them to a broader narrative," says Rowe. "It's like people have discovered it anew and there's this past time of knitting that's soothing and calming and in the end you create something that is beautiful and durable." He tells me that it's cosy, natural and good for the planet.

Sponsors and Supporters



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

The Canadian Wool Council

A registered non-profit corporation, the Canadian Wool Council was created in 2018 in order to support the delivery of The Campaign for Wool in Canada following its incubation by Prince's Charities Canada. It is tasked with continuing the mission of the Campaign to promote education and understanding about wool and its natural and sustainable properties while also looking for opportunities to promote Canadian wool wherever possible.

In 2019, the Council began recruiting board members in order to expand the capacity of the organization. Those incoming board members will be formally on-boarded at the 2019 AGM but have already played a key role as advisors and volunteers in support of this year's program of activities.

Matthew J. Rowe
Chair and CEO
The Canadian Wool Council

Incoming Board Members

Jessica Bentley-Jacobs
Hydro One

John Coutts, CPA, CMA
Epic Systems Corporation

Andreas Kyriakos
London School of Economics MSc Candidate

Astrid-Maria Ciarallo
Toronto-Dominion Bank of Canada

Adria Minsky
Maple Leaf Strategy Group

Braden Root-McCaig
Ontario Centres of Excellence

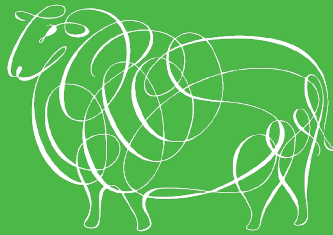
Advisory Council Chair

John Muscat
LINE The Label

www.campaignforwoolcanada.org



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