



THE CAMPAIGN FOR WOOL  
Patron: HRH The Prince of Wales

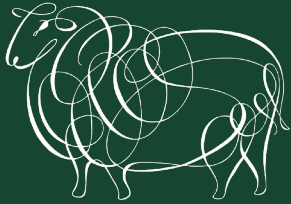
# THE CAMPAIGN FOR WOOL CANADA Wool Report 2020

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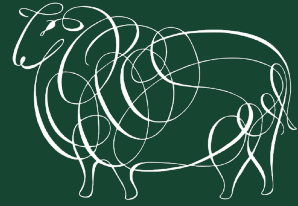
## FASHION - HOLT RENFREW CANADIAN DESIGNER CAPSULE COLLECTION

**SMYTHE**

For the second year, The Campaign for Wool - Canada has partnered with fashion powerhouse Holt Renfrew, pairing leading Canadian designers with British wool to produce a limited-edition capsule collection. The collection features unique, exclusive pieces created by LINE and SMYTHE, and shines a spotlight on the magic of wool through garments which reflect everyday luxury, modern practicality and sustainability. The wool used in the collection comes from heritage British mills Harris Tweed and Abraham Moon.



**LINE**



**THE CAMPAIGN FOR WOOL**  
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# INTERIORS - 100% CANADIAN WOOL RUGS

In order to demonstrate a high-value-added use for domestic wool, The Campaign for Wool - Canada partnered with world-renowned interior design expert Sarah Richardson and custom handmade rug designers Creative Matters Inc., in creating the first collection of 100%, handcrafted, Canadian wool rugs. Consisting of two rugs and one runner, the collection embodies the rich beauty of wool in contemporary design, demonstrating its ability to transform living spaces through its aesthetic and technical qualities. The collection was featured in a number of outlets including a piece by Architectural Digest. The wool featured in this rug collection comes from the Briggs & Little Mill of New Brunswick, a family-owned business that has been operating since 1857.



## ART - SCULPTURE OF HRH

Celebrating 10 years of The Campaign for Wool, Manitoba Artist, Rosemarie Péloquin, was commissioned by The Campaign for Wool - Canada to create the first ever sculpture of His Royal Highness The Prince of Wales made completely out of Canadian wool. The original sculpture is hand-needle-felted wool using Rambouillet and Dorset fleece from Alberta and Saskatchewan as well as wool from Merlin, a Wensleydale ram from Spirit Sands Shepherds in Manitoba. The piece stands at 22 in. (56 cm) on a piece of Elm; finished with a Osmo vegetable oil based finish. Mounted on a 5/16 metal threaded rod, it rests on a base of wool felt.



# WOOL MONTH 2020

With more projects and partnerships than ever to reveal, The Campaign in Canada thought this was a time for more wool rather than less. The result was an extension of our usual Canadian wool week to an entire month (and more) of celebrations. We found that this format worked well and hope to repeat in the future. As part of this work we also supported Canada's participation in a global student exhibition organized by The Campaign in the form of a pair of felted wool cacti created by Toronto artist Amanda Perumal.



## MEDIA

### MONTREAL GAZETTE



#### IT LIST

**The product:** The Sustainable Capsule Collection x Campaign for Wool

**Why we love it:** Two Canadian fashion companies, Line and Smythe, have teamed up with luxury retailer Holt Renfrew and His Royal Highness The Prince of Wales's Campaign for Wool. In celebration of the 10th anniversary of the sustainable wool initiative, the limited-edition capsule collection features three coats from Line and a blazer from Smythe. The designs feature wool fabrics from two historic textile mills in Britain, Harris Tweed and Abraham Moon.

"All projects, including the capsule collection, are rooted in the Prince's belief that the natural, renewable, biodegradable benefits of wool can have a profound impact in our lives, especially when it comes to fashion," Matthew J. Rowe, the CEO for The Campaign for Wool Canada, said in a news release.

The designs are said to have been inspired by the "different characteristics" of the natural fibre in an attempt to "reinvent wool's use in garments through contemporary design." The capsule collection will be available in the retailer's stores in Montreal, Toronto and Vancouver, as well as online.

**The price:** \$695

**The retailer:** Holt Renfrew; holtrenfrew.com

### Forbes

5 Affordable Fashion Brands Celebrities Like Taylor Swift, Jennifer Lopez And Meghan Markle Love



This 20-year-old Canadian label was behind the now-iconic wool wrap coat worn and beloved by no less than the Duchess of Sussex, Meghan Markle. LINE dubs what they do as "affordable luxury" and while the price points are a bit higher, these are pieces that will last (and remain fashionable) for far longer than most. Additionally, a version of the 100% wool coat that Markle wore in her engagement photos is currently part of a sustainable capsule collection commissioned by the Campaign for Wool — which is coincidentally an organization patronized by the Prince of Wales. That's two royals for the price of one.

## THE CANADIAN WOOL COUNCIL

The work of the Campaign's delivery partner, The Canadian Wool Council (CWC) has also been growing this year. These include two important initiatives:

### Strategic Planning - Canadian Wool Industry Research

In partnership with the Dalglish Family Foundation, the Ontario Water Centre, Clearwater Farm and the University of Guelph, the CWC is undertaking a thorough examination of the qualities of wool, the role played by sheep farming in land/water management and an understanding of the challenges, opportunities and actionable solutions to create a sustainable wool industry in Canada. The result will be a series of recommendations to advance a sustainable Canadian wool industry and chart the role of the CWC going forward in supporting that vision.

### Sheep Farm Business Planning

Working with a private family and farm partner to develop a business plan for a best-in-class fibre sheep operation at the family's farm north of Toronto. The goal is to create an opportunity for Campaign demonstration projects, provide employment opportunities for young people looking to get into farming and create public engagement opportunities all while creating a self-sustaining agricultural business.



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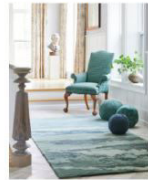
## MEDIA RESULTS

MEDIA TYPE	# OF CLIPPINGS	IMPRESSIONS
Broadcast/Radio	1	65,000
Print	17	12,649,947
Online/E-editions	61	140,071,768
<b>Total Earned</b>	<b>79</b>	<b>152,766,715</b>

Product

## Turns Out Prince Charles Is Surprisingly Passionate About Wool

As a full-blown campaign, new rug collection, and surprising portrait of his likeness all prove



The Highland runner—with the Prince Charles bust seen in the background. Photo: Valérie Wilcox

Wales with the simple goal of promoting this natural and highly sustainable fiber.

### THE GLOBE AND MAIL

Style news: Beauty spa Caudalie brings a taste of Bordeaux to Toronto

CAITLIN AGNEW  
SPECIAL TO THE GLOBE AND MAIL  
PUBLISHED OCTOBER 8, 2020  
FOR SUBSCRIBERS

"It started off briefly as an English thing," notes Coleridge, who is today the global chairman for the organization. It didn't take long, however, for the effort to expand to commonwealth nations like New Zealand and Canada. It's that Canada connection that is in fact integrally linked to the campaign's current celebrations: Using wool sourced from the North American nation, the nonprofit has launched a capsule collection of three new rugs, each of which is available to purchase through Sykes & Ainsley and Creative Matters.

"The mission of the Campaign for Wool is to knit together, pun intended, partners from every level of the value chain and this project is a great example of that," Matthew Rowe, CEO of the Campaign for Wool Canada, explains to AD PRO. Rowe was just one of a cast of characters who became intimately involved with this ambitious project. Another key player was Sarah Richardson, a well-known interior designer who served as the lead designer for the trio of rugs.



The 100% wool bust of Prince Charles, created by fibre artist Rosemarie

#### Style news

Several Canadian fashion and design companies are releasing new collaborations. **Hudson's Bay** has partnered up with **Moschino** on a limited-edition fashion collection inspired by designer Jeremy Scott's first visit to Toronto. HGTV star **Sarah Richardson** has partnered with **Palisier** on new furniture that includes dining, bedroom and occasional pieces and made-to-order upholstery. Project Runway Canada winner **Sunny Fong** has recently launched **Vieren**, a new selection of Swiss-made watches. **Hayley Elsaesser** will donate all proceeds from the sales of her new **Champion** line to Canadian Journalists for Free Expression. And the **Campaign for Wool** and **Holt Renfrew** have teamed up with Canadian designers including **Line** and **Smythe** on a capsule to inspire consumers and designers to embrace sustainable wool.

## Homegrown Canadian wool transformed into handcrafted rugs to support the material and industry

In celebration of its 10-year global anniversary, The Campaign for Wool Canada has partnered with custom handmade rug creator **Creative Matters Inc.**, and designer **Sarah Richardson** in creating a collection of handcrafted Canadian wool rugs.

Inspired by a mission to uncover the true potential of Canadian wool, the bespoke collection is designed to highlight the benefits of wool. Consisting of two rugs and one runner, the collection embodies the rich beauty of wool in contemporary design, demonstrating its ability to transform living spaces through its aesthetic and technical qualities. For example, wool provides softness, warmth and has been scientifically proven to clean indoor air.

Initiated by its Patron His Royal Highness The Prince of Wales, The Campaign for Wool brings together wool farmers, manufacturers, artisans and leaders in the fashion and interior design space, to advocate for wool's inclusion in all aspects of life. The wool featured in this rug collection comes from the Briggs & Little Mill of New Brunswick, a family-owned business that has been operating since 1857.

"The mission of The Campaign for Wool is to knit together (pun intended) partners from every level of the value chain through initiatives that exemplify the profound impact wool can have in our lives, from the clothes we wear to the spaces we inhabit," says Matthew Rowe, CEO of The Campaign for Wool Canada. "In celebration of its global 10th anniversary, The Campaign's multiple projects this year each uniquely showcase wool's diverse uses, beauty and natural qualities."

Titled *Origin*, *Highland* and *Hampton*, each piece in the collection incorporates several elements which celebrate the anniversary and honour its Patron. *Hampton* is based on a garden photo from the Hampton Court Palace garden show; *Highland* evokes the Scottish landscape where The Campaign's Dumfries House Declaration on the future of wool was signed; *Origin* is inspired by macramé and showcases the natural beauty of undyed Canadian wool.

**The product:** The Sustainable Capsule Collection x Campaign for Wool

**Why we love it:** Two Canadian fashion companies, **Line** and **Smythe**, have teamed up with luxury retailer **Holt Renfrew** and His Royal Highness The Prince of Wales's Campaign for Wool.

In celebration of the the 10th anniversary of the sustainable wool initiative, the limited-edition capsule collection features three coats from **Line** and a blazer from **Smythe**. The designs feature wool fabrics from two historic textile mills in Britain, **Harris Tweed** and **Abraham Moon**.

"All projects, including the capsule collection, are rooted in The Prince's belief that the natural, renewable, biodegradable benefits of wool can have a profound impact in our lives, especially when it comes to fashion," Matthew J. Rowe, the CEO for The Campaign for Wool Canada, said in a news release.

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**The retailer:** Holt Renfrew; [holtrenfrew.com](http://holtrenfrew.com)



# Canadian INTERIORS



## Press Highlights RENO&DECOR

newsworthy

1

**THE CAMPAIGN FOR WOOL CANADA**  
In celebration of its 10th global anniversary, The Campaign for Wool Canada has partnered with world-renowned interior design expert Sarah Richardson and custom handmade rug designers Creative Matters Inc. to create the first collection of 100-per-cent handcrafted Canadian wool rugs. Initiated by its Patron His Royal Highness, The Prince of Wales, The Campaign for Wool brings together wool farmers, manufacturers, artisans and leaders in the fashion and interior design space, to advocate for wool's inclusion in all aspects of life. [campaignforwool.ca](http://campaignforwool.ca)



2 **SOUNDPROOF YOUR SPACE!**  
Sonoguard soundproofing panels with AcousticShield technology are the ideal solution for preventing unwanted noise from travelling through walls and ceilings. Sonoguard absorbs a wide range of frequencies and significantly reduces the transmission of sound and vibrations. Each lightweight panel is four-by-eight ft. and 0.75 in. thick. Constructed of 100-per-cent recycled wood fibre, Sonoguard is made with no formaldehyde or VOCs (volatile organic compounds). [sonoguard.com](http://sonoguard.com)



# cover



## Of flowers and fleeces

Jane Audez discovers how Canadian design guru Sarah Richardson responded to the challenge of celebrating wool

"The concern was to foster appreciation of both the natural qualities and potential textures of undyed wool"

**W**hen the Toronto-based interior designer Sarah Richardson was asked to take on a project for the Canadian branch of The Campaign for Wool, her thought immediately went to the Prince of Wales's garden at Highgrove. After all, Prince Charles is the founder and patron of the Campaign to raise awareness among consumers about the unique, natural, renewable and biodegradable benefits offered by the fibre, so the website proclaims.

"Having experienced His Royal Highness's passion for garden-to-highlights (see our story on p. 10), she says, while lamenting the fact that she had not been allowed to take photos. However, I found a photograph of the garden from the Hampton Court Palace Garden Show that reminded me of Highgrove, and an image of a dog, the Scottish Rough Collie, which suggests the colour and feel of the fibres, rather than representing them directly. It's a more graphic interpretation of a garden. But it is in a space to the Prince's line of gardeners."

The rug is one of three that Sarah has designed for the Campaign for Wool, working alongside the rug company Creative Matters, which also has its home in Toronto. As you might expect, the collection is a series of 100-per-cent Canadian wool. In tune with the Creative Matters ethos, the rugs are sustainable, renewable and handcrafted, and as a sign of Sarah's work, they are also clear in concept, easy on the eye and easy to live with. The designer holds some new ideas on how to use wool in the home, and seeing that the campaign's mission was sufficiently connected to the message, she says.

Sarah opens a lot of doors about how to design something that would make people think: If I like to live in the home, when you see these things in how they look, but they're natural. And especially in today's world, with everything that's going on, we need all the wellness and comfort we can get. People are thinking about their effects on the environment and how we can live with wool.

In this project, it's about giving individual style to a natural, renewable and biodegradable material, and seeing that it always comes to the more subtle elements in a home, she says. Anything that's not a rug, she made with precision and purpose is something that allows, weeps and get excited about.

[www.campaignforwool.ca](http://www.campaignforwool.ca)

## RADIO-CANADA

HOME | ARTS | VISUAL ARTS

### Artist Rosemarie Péloquin creates a woolen bust of Prince Charles



Radio-Canada  
Posted on November 1, 2020

In honor of the 10<sup>th</sup> anniversary of World wool campaign organization *The Campaign for Wool Canada* asked the Manitoba artist Rosemarie Péloquin create a bust of the Prince of Wales fully in Canadian wool.

The artist used 100% Canadian wool produced in Saskatchewan, Alberta and Manitoba.

This global wool awareness campaign brings together wool producers, retailers, manufacturers and interior designers around the world to celebrate the use of this material. Prince Charles has been the campaign's godfather since its inception in 2014.

Rosemarie Péloquin had heard about the organization from her shepherd friend.

« Every year they organize activities for Wool Month which takes place in October. These activities aim to raise awareness of the unique, natural and sustainable benefits of wool around the world. »

## LUXE MAGAZINE

\*Sent to all Globe and Mail Print Subscribers\*



### Style THE CAMPAIGN FOR WOOL

**IN CELEBRATION** of its 10-year global anniversary, The Campaign for Wool Canada has partnered with world-renowned interior design expert Sarah Richardson and custom handmade rug designers Creative Matters Inc. to create the first collection of 100-per-cent handcrafted Canadian wool rugs. Initiated by its Patron His Royal Highness, The Prince of Wales, The Campaign for Wool brings together wool farmers, manufacturers, artisans and leaders in the fashion and interior design space, to advocate for wool's inclusion in all aspects of life. [campaignforwool.ca](http://campaignforwool.ca)

## Press Highlights The Farmer.com

### The art underfoot demonstrates properties of wool

Woolen artwork was on display at Canada's 10th anniversary of the Campaign for Wool.

**BY SARAH RICHARDSON**

The artist used 100% Canadian wool produced in Saskatchewan, Alberta and Manitoba.

This global wool awareness campaign brings together wool producers, retailers, manufacturers and interior designers around the world to celebrate the use of this material. Prince Charles has been the campaign's godfather since its inception in 2014.

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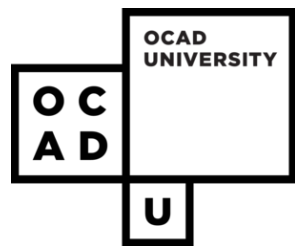
# SPONSORS AND SUPPORTERS



Dalglish Family  
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PINK TARTAN



THE CAMPAIGN FOR WOOL  
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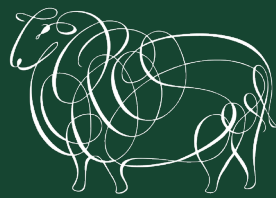
Special Advisor

**JANE UNDERHILL**

Special Advisor & Secretary, Advisory Board

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Special Advisor



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