

HIGH STREET WOOL FASHIONS

AT YOUR LOCAL SHOW



2018 Wagin Woolorama, Western Australia. PHOTO: Caro Telfer



2018 Karoonda Farm Fair, South Australia.
PHOTO: Grant Petras



2018 Sheepvention, Hamilton, Victoria.

AWI presents commercially available wool garments throughout the year at the fashion shows of about 30 regional shows across the country, to help showcase the fibre and build demand for the wool products.

Showing the latest wool apparel of some of Australia's greatest designers and retailers, AWI's Runway 101 Kit has been on tour throughout the past six years since it was launched.

The runway kit was created to assist the organisers of regional shows to showcase great examples of wearable wool fashion at their events. The readymade kit includes commercially available wool outfits from Australian brands, as well as information and accessories to help run a fashion parade.

The current kit includes about 50 garments from the Autumn/Winter 2018 collections of leading Australian designer labels including Country Road, Sportscraft, Witchery, SABA, Forever New and M.J. Bale, and sports brands including adidas and Helly Hansen.

"The Runway 101 Kit is a great initiative that brings the latest wool fashion trends to our regional communities," explained AWI Industry Events Manager Wendie Ridgley.

"The kit professionally showcases wearable and commercially available wool products from the current collections of AWI's retail and design partners."

Each year it visits more than 30 events, from the east coast to the west coast, and from the largest shows like Wagin Woolorama, Sheepvention and the Australian Sheep & Wool Show to some smaller, more local events like the Karoonda Farm Fair in South Australia.

"For the past four years we have been fortunate to have access to a selection of beautiful woollen clothing from AWI's Runway 101 collection," said the coordinator

of the Karoonda Farm Fair fashion parades, Elizabeth Kerr.

"This brings the product to the general population who attend the fair and is always a very well received part of our parades. We get a lot of very positive feedback and enquiries about where to buy the product."

The runway kit is available for loan to suitable wool-focused events across regional Australia – it is contained in a robust wardrobe case for ease of storage and transport. **B**

MORE INFORMATION

Enquiries from event organisers interested in borrowing the **Runway 101 Kit** should be directed to AWI Industry Events Manager Wendie Ridgley on **0400 401 008** or **wendie.ridgley@wool.com**