



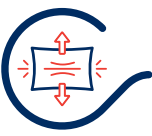
British Wool

... in Clothing



Natural, renewable and sustainable

British wool is 100% natural, renewable, biodegradable fibre. Sheep in the UK grow between 1 and 3 kg of raw wool annually that must be sheared for the health of the animal. Wool does not contribute to micro-pollution in the ocean or on the land. At the garments end of life, wool will biodegrade into the soil in a matter of months, slowly releasing valuable nutrients back into the soil.



Anti-wrinkle

On a microscopic level, wool fibres are like a coiled spring that returns to its natural shape after being worn. This gives British wool garments a natural resistance to wrinkles. Wool garments can provide good stretch and beautiful drape, yet return to their original shape naturally rather than becoming saggy or losing their shape.



Multi-climactic

Thanks to its hygroscopic abilities, wool constantly reacts to changes in body temperature. Wool maintains its wearer's thermophysical comfort, adapting

to changes in body temperature in both cold and warm weather. It's an active fibre that helps you to stay warm when it's cold and cools you when it's warm. This makes it the perfect material throughout the year, helping you minimise your consumption and maximise the sustainability of your wardrobe.



Odour-resistance

Wool absorb the moisture from your skin, and therefore the sweat when you perspire is only released during washing.

Wool's natural anti-bacterial properties don't allow bacteria and dirt to bind and subsequently grow on the fibres which is the cause of bad odours. Wool needs less washing than other fibres, wool garments can simply be refreshed by airing it outside on a breezy day.



Longevity

High quality, wool garments can last for years when taken care of properly. The superior strength and resilience of British wool means wool garments are able to maintain their appearance over many years, if not decades. Wools natural crimp and elasticity means these garments can endure regular wear and tear and still retaining their original appearance, resulting in less frequent replacement and waste.

To find out more visit britishwool.org.uk