



Lavinia Calvert (left) and Grant Scott (right) - who originated, funded and commercialised the Fortitude fabric for their company Gimono Ltd - with fashion designer Alexandra Owen (second from right) in her Wellington store, and model Brooke Anderson wearing garments (jacket and trousers) in 'Fortitude' fabric.

## Gimono's world-first fabric follows 'world-class' experience

Lavinia Calvert, co-founder of Gimono, an innovative Dunedin company, describes as 'world-class' the experience her company had working with AgResearch to develop a radical new martial arts performance textile.

At the AgResearch Media Conference to launch four new fabrics, Lavinia was a guest speaker who had already experienced what it was like to develop a new fabric with AgResearch.

She explained how Gimono had developed its 'Fortitude' fabric. Gimono had worked out merino wool was the material which had several of the properties it required but a partner was needed to develop fabric that would also stand up to its end-use application - high performance martial arts wear.

"Among other things, our fabric needed to be lightweight, breathable, shrink

resistant, colourfast, ultra strong, easy care, comfortable and odour-resistant so we worked with AgResearch to develop a textile that would meet all these criteria.

"We have been fortunate to experience first-hand what it means to work with world-class scientists who pursue their work with discipline and passion. Their commitment, expertise and connections were vital during technology and specification development, quality control auditing and they introduced us to a world-class manufacturer capable of meeting our very stringent requirements."

"I would like to thank our colleagues at AgResearch, in particular Dr Surinder

Tandon, who led the team we worked with to develop our Fortitude fabric. Our four year collaboration with AgResearch has resulted in us developing a world-first performance textile that is everything we wanted it to be, and more."

The Fortitude fabric featured in the AgResearch Runway Show at New Zealand Fashion Week 2010 in September. Top designers Alexandra Owen, Michelle Yvette and NYNE all chose to create stunning fashion looks out of the revolutionary new fabric - a fabric that has proven its versatility from fightwear to fashion.