

NEW SUPERFINE 30 GAUGE LUXURY CASHMERE KNITWEAR FOR MEN

JOHNSTONS OF ELGIN ARE EXTREMELY PROUD TO LAUNCH THE FINEST AND LIGHTEST KNITTED CASHMERE THEY HAVE EVER MADE, EXCLUSIVELY AVAILABLE IN THEIR 77 NEW BOND STREET STORE. WEIGHING JUST 160 TO 180 GRAMS PER GARMENT THESE BEAUTIFUL, CLASSIC GARMENTS UTILISE THE LATEST IN 3D KNITTING TECHNOLOGY AND THE FINEST ITALIAN-SPUN YARNS, COMBINED WITH THE SOFT WATERS AND FINISHING KNOW-HOW ONLY FOUND IN HAWICK IN SCOTLAND.

JOHNSTONS USES COMPUTER-CONTROLLED 3D TECHNOLOGY TO ENGINEER THE KNIT SO THAT THE GARMENT CAN BE CRAFTED IN ONE PIECE WITHOUT SEAMS. THIS TECHNOLOGY ACHIEVES SUPERIOR COMFORT FOR THE WEARER AND ENHANCES THE NATURAL ELASTICITY OF THE KNIT, ALLOWING SUPERIOR STRETCH AND MOBILITY.

THE YARN USED IS THE FINEST SPUN WORSTED 100% CASHMERE AT 3/80 COUNT, SPUN BY ONE OF ITALY'S LEADING LUXURY YARN PRODUCERS.THIS GAUGE TRULY SHOWS THAT CASHMERE THIS FINE OUT-PERFORMS ANY OTHER FIBRE AND SHOWCASES THE UNIQUE PROPERTIES ONLY THE FINEST CASHMERE CAN ACHIEVE.

FINALLY, AT EACH STAGE OF THE PROCESS WE USE ONLY THE VERY SOFT, PURE, NATURAL WATERS OF THE SCOTTISH BORDERS, MEANING THAT OUR GARMENTS ARE INCREDIBLY SOFT WITHOUT THE USE OF ARTIFICIAL SOFTENER AND THAT THE BEAUTY OF THE GARMENT INCREASES WITH TIME AND WEAR. DECADES OF EXPERTISE HAVE GIVEN OUR HAWICK MILL A REPUTATION AS ONE OF THE WORLD'S LEADING LUXURY KNITWEAR MANUFACTURERS AND THE NEW GARMENTS REPRESENT OUR CRAFT AT ITS VERY HIGHEST LEVEL.

THE RANGE INCLUDES A VEE NECK AND ROUND NECK SWEATER ACROSS FOUR ESSENTIAL COLOURS, A PERFECT ADDITION TO THIS SEASON'S WARDROBE. AVAILABLE AT THE JOHNSTONS OF ELGIN LONDON FLAGSHIP STORE FROM 3RD OCTOBER 2016

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ABOUT

In the two centuries following its establishment in 1797, Johnstons of Elgin has been owned by just two families – the Johnstons and the Harrisons. It is one of the last few vertical mills in the UK still carrying out all the processes from raw cashmere and fine woollen fibres right through to the finished product. Johnstons of Elgin's mills in Elgin and Hawick employ almost 1000 people, including highly skilled textile craftsmen and women.

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