



SABINA SAVAGE X JOHNSTONS OF ELGIN THE GREAT EXHIBITION SCARF

Johnstons of Elgin's illustrious story spans more than two centuries. In a year that sees the brand celebrate 225 years of manufacturing excellence, the brand is delighted to announce The Great Exhibition Scarf, produced in collaboration with the incredibly talented Sabina Savage.

Sabina's intricate hand-drawn illustrations form the basis of her stunning eponymous fashion collections, described as 'meandering across continents and delving headfirst into the depths of history'. This year, she delves into Johnstons of Elgin's rich heritage, telling a special part of the brand's story in an exquisite tapestry-inspired masterpiece.

In 1851, Henry Cole and Prince Albert, husband of Queen Victoria, hosted an international exhibition which took place in Hyde Park, London. Titled The Great Exhibition, the event was a symbol of the Victorian Age and provided an opportunity for Colonial raw materials and British art to be displayed. At this time, Johnstons of Elgin were pioneering the weaving of Cashmere and Vicuna in Scotland, which led to the brand exhibiting at the Great Exhibition in London. Following this, Johnstons of Elgin were awarded a medal for "Superb Vicuna Shawls".

Taking inspiration from this moment in time, Savage's tapestry design, which features on three exclusive scarves, includes landmarks such as The Crystal Palace, former home of The Great Exhibition, and Big Ben. Native animals appear to leap across the scarves, which also feature thistles and delicately dispersed rich Scottish foliage. The carefully thought-out design has nods to The River Thames and River Lossie, where Johnstons of Elgin was established on the banks more than two centuries ago.

It took Sabina one month to create the intricate sketch that would ultimately become the exclusive 'Great Exhibition Scarf'. Sabina ensures that every corner of each of her designs is unique, and this piece is no exception.

In her own twice-yearly collections, predominantly made up of elegant silk pieces, Sabina's hand-drawn illustrations are scanned using a large format, fine art scanner before she can begin the colouring process. Sabina ensures the colour sits beneath the pencil lines to preserve the integrity of the original drawing and to allow the production of multiple colourways. This collaboration provided an opportunity for a new approach, as Sabina and her team had never seen her illustrations in a woven composition before.

Chris Gaffney, Johnstons of Elgin's Chief Executive commented: *"2022 is a milestone year for us and is a chance to celebrate how far we have come in our 225-year history. Our collaboration with fellow Walpole member, Sabina Savage, is the perfect marriage of craftsmanship and heritage."*

Sabina Savage, Designer and Illustrator, said: "My designs always have a story, so it was wonderful to be able to illustrate the historic story of Johnstons' journey from Elgin to London

for The Great Exhibition across the length of the scarf. The design shows the animals of the Scottish Highlands helping to transport the threads and fabrics to display in London, starting with the stag and hare, and weaving 'downriver' to the London pigeon and swan. I particularly love the way this piece starts and finishes with nature. The process begins with the beautiful cashmere fibres, through the illustrated creatures, and finishes with the teasing process at the mill in Elgin.

Heritage, hand craftsmanship and authenticity inspire each distinctive Sabina Savage design. This ethos partners perfectly with Johnstons of Elgin's values and is beautifully showcased in The Great Exhibition Scarf – the perfect celebration of the 225th anniversary.

The design will feature on two styles of scarf. The lighter scarf is 78% cashmere, 22% silk and the heavier scarf is 71% cashmere and 29% merino wool.

The Great Exhibition Scarf will retail at £399 and £449 respectively and will be available online, on both Johnstons of Elgin and Sabina Savage's websites, and in-store from 2nd August 2022.

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Issued on behalf of Johnstons of Elgin by The BIG Partnership.

Notes to Editors

About Johnstons of Elgin

In the two centuries following its establishment in 1797, Johnstons of Elgin 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 850 people, including highly skilled textile craftsmen and women.

For further information, imagery or interview opportunities please contact:

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About Sabina Savage

Sabina Savage offers elaborate, heritage-inspired prints on exquisite fabrics, and is world renowned for her collectible scarves and clothing. Fantastical stories are woven through each hand-illustrated collection, and each detail within a design holds a key to the tale. Each drawing takes between four to six weeks to complete and is drawn in its entirety.

For further information, imagery or interview opportunities please contact:

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