

# WOOL BENEFITS



## Breathability

Wool fibres can absorb large quantities of moisture vapour and then transfer it through evaporation into the air, keeping the skin fresher and drier for a longer time.



## Temperature Regulation

Wool provides a personal 'air-conditioning' system to maintain temperature regulation through its natural crimp, which creates a lot of very small insulating air pockets.



## Softness and Fineness

Today, Merino wool achieves incredibly high standards of fineness and softness, making it one of the most comfortable and high-performance fibres, including next-to-skin garments.



## Odour Resistance

Wool's breathability helps to reduce sweat and odour, keeping the wearer's skin drier and fresher; and the fibre's complex chemical structure also helps to control any unpleasant odour molecules by locking them away and only releasing them upon washing.



## Elasticity

Merino wool is naturally elastic and sheds creases, due to its unique structure and crimp. At microscopic levels, Merino fibres are like coiled springs, returning to their original state when the stretch and extension through wear and movement is released. This helps to maintain the garment's shape, appearance and quality.



## UV Protection and Fire Resistance

Wool offers a natural protection from Ultraviolet light and is fire resistant.



## Versatility

Merino wool can be used in a wide variety of lightweight fabrics and fine knits, plus very innovative developments, such as Merino lace or jersey, ideal for Spring/Summer garments.



## Timeless Elegance

Thanks to its elasticity, wool maintains an enduring drape and shape during the whole day and under the warmest climates and environments, making it the ideal fibre for travellers and busy business men and women.