Wool in the 21st Century: New Prospects for a Familiar Fibre

Description: "Humanity has never been involved in a relationship with any other creature that was more pivotal to its development and ultimate success than the one it shares with sheep". From Sheep by Alan Butler (published by John Hunt, 2013)

Given that the production of wool textiles plays such an integral part in history it is surprising that it makes up such a low percentage of the global fibre market. That said, the majority of global wool production goes into apparel.

With the price being much more than cotton, wool is perhaps viewed more as a premium product, confined to niche markets. Another view is that in today's modern world of man-made synthetics and fast fashion, wool no longer has a place.

However, there are plenty of signs that wool is making a comeback as a 21st century fibre - driven by improved aesthetics, performance aspects, and sustainability credentials.

This brand new title from just-style takes a look at this rather forgotten, yet unique textile fibre and examines the place of wool fibre in the textile value chain. It addresses its decline in popularity, the reasons for its current comeback, and assesses future prospects for the wool industry.

The report aims to demystify the tangled international supply chain for sheep's wool and specialised wool products such as cashmere, alpaca, and mohair, from the growers to the processors, spinners, and textile manufacturers in various regions of the globe.

It identifies new developments in breeding, processing, and spinning wool fibre, that are resulting in improved product; and discusses the consumer lifestyle changes, creative product development, and marketing efforts driving the fibre's future prospects.

The report looks at:
- the international supply chain for sheep's wool and specialised wool products
- new developments in breeding, processing and spinning wool fibre
- eco-credentials
- consumer lifestyle changes
- creative product development
- marketing efforts driving the fibre's future prospects

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