

# TOORALLIE

## FROM SHEEP TO SHELVES A SUPPLY CHAIN PARTNERSHIP BY POOGINOOK MERINO AND TOORALLIE

Woolgrowers focussing on the market in the 21<sup>st</sup> Century understand that to capture a premium price they must cast aside wools old commodity image and embrace the growing luxury fibre market. To satisfy the desires of the consumer of luxury garments, Pooginook and Toorallie have worked together to develop a unique partnership, from the breeding of the sheep through to the garment on the shelf. A supply chain arrangement with like-minded partners along the total wool pipeline.

Since 1992 Toorallie has been working assiduously developing their product so that today Toorallie has strong brand recognition and sales growth in both the Australian and New Zealand market. However to really satisfy their customers Toorallie know that it is essential to control the product from its origin on the sheep to the retail shelf. This will be achieved in Toorallie's 2017 Winter Range.

The modern discerning buyer of a luxury garment wants to know a lot more about the product they are buying than they did in yester-year! Their satisfaction will determine the price they are prepared to pay, which in the end will be reflected in the grower's wool proceeds **First of all Provenance.** A key issue with natural fibres today is ethics; where did the fibre originate? Are the animals well cared for? Has there been any adverse environmental impact? What about the processing of the wool, has there been any pollution, have the workers been appropriately paid and cared for?

**Garment Feel.** The first thing most shoppers do when they are attracted to a garment in a store is to feel it. The garment must be "silky soft" Softness to the fingertips is very sensual. There is a lot more to softness than micron. The breeding and then the selection of the wool at shearing is the secret!

**Garment Performance.** The discerning consumers when they see a garment on the shelf know if the design and colour are appealing. Once they try it on they decide if it is flattering. But will it perform? There are many factors that influence garment performance but the one that really upsets the consumer is **pilling**. By selecting the wool at shearing and working in partnership with the top maker the spinner, dyer and garment manufacturer Toorallie plan to produce all their worsted wool garments for winter 2017 that do not pill!