



LORO PIANA SUPPORTS CHANGE TO AWI DIRECTION

Milan, 14th November 2019 – Loro Piana has come out strongly in favor of a change in direction for AWI.

Speaking in Australia this week, Emanuela Carletti, Head of Raw Wool Procurement for Loro Piana, the Italian company part of the luxury group LVMH, spoke of the need for Australia to face what the retail world is demanding from its suppliers. On behalf of the company she formally required AWI to comply with the ethical code of what market leaders consider a must in term of animal welfare and sustainable approach.

“The lack of concrete, alternative solutions to mulesing from AWI, has forced us to look also elsewhere for our raw wool” she said whilst visiting growers in Australia who were looking at alternative practices to mulesing.

“Australia has not been collaborative when it comes to dealing with the mulesing issue. Other countries now sell their wool at a premium to Australia and we have turned to them to source our raw fiber. We have been long term supporters of Australian wool growers, however we have now come to a point in which we are no longer willing to purchase wool coming from mulesing. Alternatives exists, in fact other countries supply exactly what the market is demanding. Far from being in a position to tell the woolgrowers in Australia what they should or should not be doing, we only want to make them aware of what the market is requiring and what our company code of conduct and ethical principle demands us to do. Then it is their call and their sole choice.”

Loro Piana’s Australian representative, Roland Gill, said: “I believe Australian wool growers should look at the evidence of the marketplace. Many firms and mills are paying well above market for NM status declared wool. Mulesing is simply not acceptable at retail level anymore. We encourage the research arm of AWI to find a genetic solution quickly and we are willing to help and support in any way.”

“Loro Piana prides itself to serve extremely conscious and demanding clients who trust our company and are willing to buy only if they can trust our whole supply chain. We will continue to support Australia’s wool industry, but advocate change in directors to cease mulesing. We would love to see people like Noel Henderson, who ceased mulesing in 2011 to bring new ideas and fresh thinking to AWI. People like Noel, with strong corporate governance and global industry experience, can only add value to the AWI board”.

Mrs Carletti will host Australian and New Zealand woolgrowers at a prestigious event in Milan next week where the announcement of the World Record Bale will be made. The World Record bale spearheads the “Gift of Kings” line of products, which are acclaimed as the finest representation of wool and its manufacture in the world.



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Loro Piana is the symbol of Italian excellence, crafting the finest raw materials into fabrics, garments and other accessories of rare quality. For more than six generations Loro Piana has united the preservation of the best sourcing and manufacturing traditions with the impulse to continue evolving respectfully in the world. It is known for unparalleled excellence in the sourcing and manufacture of cashmere and Baby Cashmere, vicuña and the highest quality wools, but also for its collections of modern classic clothes for men and women, and signature accessories. Loro Piana's activity is both progressive and ethical, naturally focussing on protecting the wildlife and environments from which it sources these precious raw materials, as well as preserving and developing the skills needed to transform these into exceptional products.