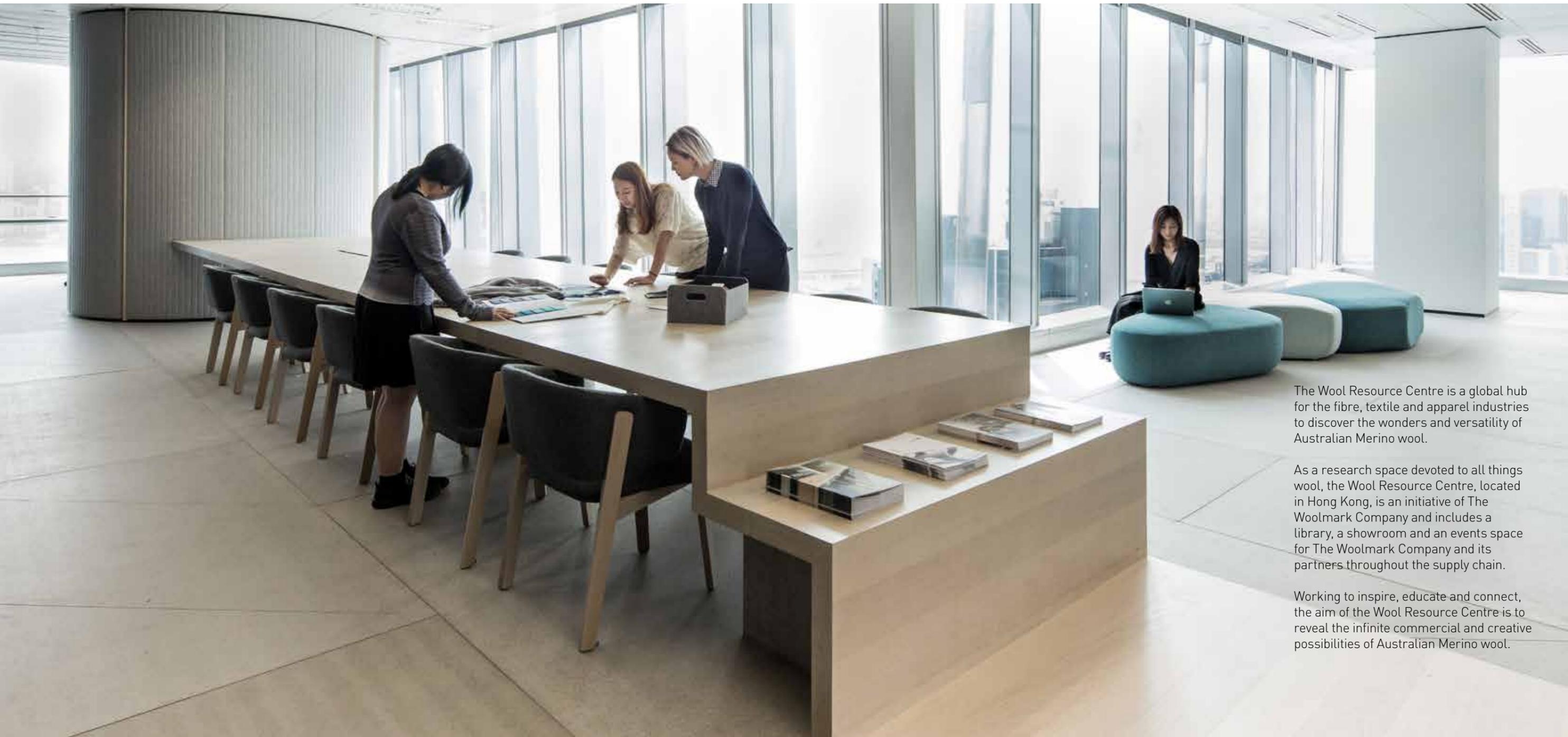


**THE WOOL
RESOURCE CENTRE
HONG KONG**



01

A GLOBAL HUB FOR THE FIBRE, TEXTILE AND APPAREL INDUSTRIES TO DISCOVER THE WONDERS AND VERSATILITY OF AUSTRALIAN MERINO WOOL



The Wool Resource Centre is a global hub for the fibre, textile and apparel industries to discover the wonders and versatility of Australian Merino wool.

As a research space devoted to all things wool, the Wool Resource Centre, located in Hong Kong, is an initiative of The Woolmark Company and includes a library, a showroom and an events space for The Woolmark Company and its partners throughout the supply chain.

Working to inspire, educate and connect, the aim of the Wool Resource Centre is to reveal the infinite commercial and creative possibilities of Australian Merino wool.



02

THE SPACE: AN ENGAGING ENVIRONMENT THAT IS BORN OF CLEVER, INNOVATIVE THINKING

Hong Kong was selected as the home of the Wool Resource Centre due to its importance in the sourcing of Australian Merino wool.

Many global brands travel to Hong Kong for sourcing trips, and the region is also a key manufacturing hub for spinners and knitters, making Hong Kong's Kowloon Tower Landmark East building a natural choice to house the Wool Resource Centre.

Designed by Hassell Studio, the highly contemporary space features neutral tones, innovative furniture and multi-use design components to provide a blank canvas that can evolve and change according to your specifications.

There are six separate zones including open-plan workspaces, a meeting room and an auditorium in the centre that also houses permanent staff of The Woolmark Company.



**BOUNDLESS
RESOURCES AND
EXTRAORDINARY
VERSATILITY TO MEET
YOUR EVERY NEED
AND REQUIREMENT**



03

RESEARCH KNOWLEDGE SUPPORT

The Wool Resource Centre provides you with the research, knowledge and support you need most, from yarn cards, swatches and Woolmark licensing to the latest information on machinery, technology and supplier details.

We inspire and inform through The Wool Lab – an innovative seasonal sourcing guide to the best wool fabrics and yarns in the world, and house materials about education and marketing programs including the International Woolmark Prize, Cool Wool and Woolmark Gold.

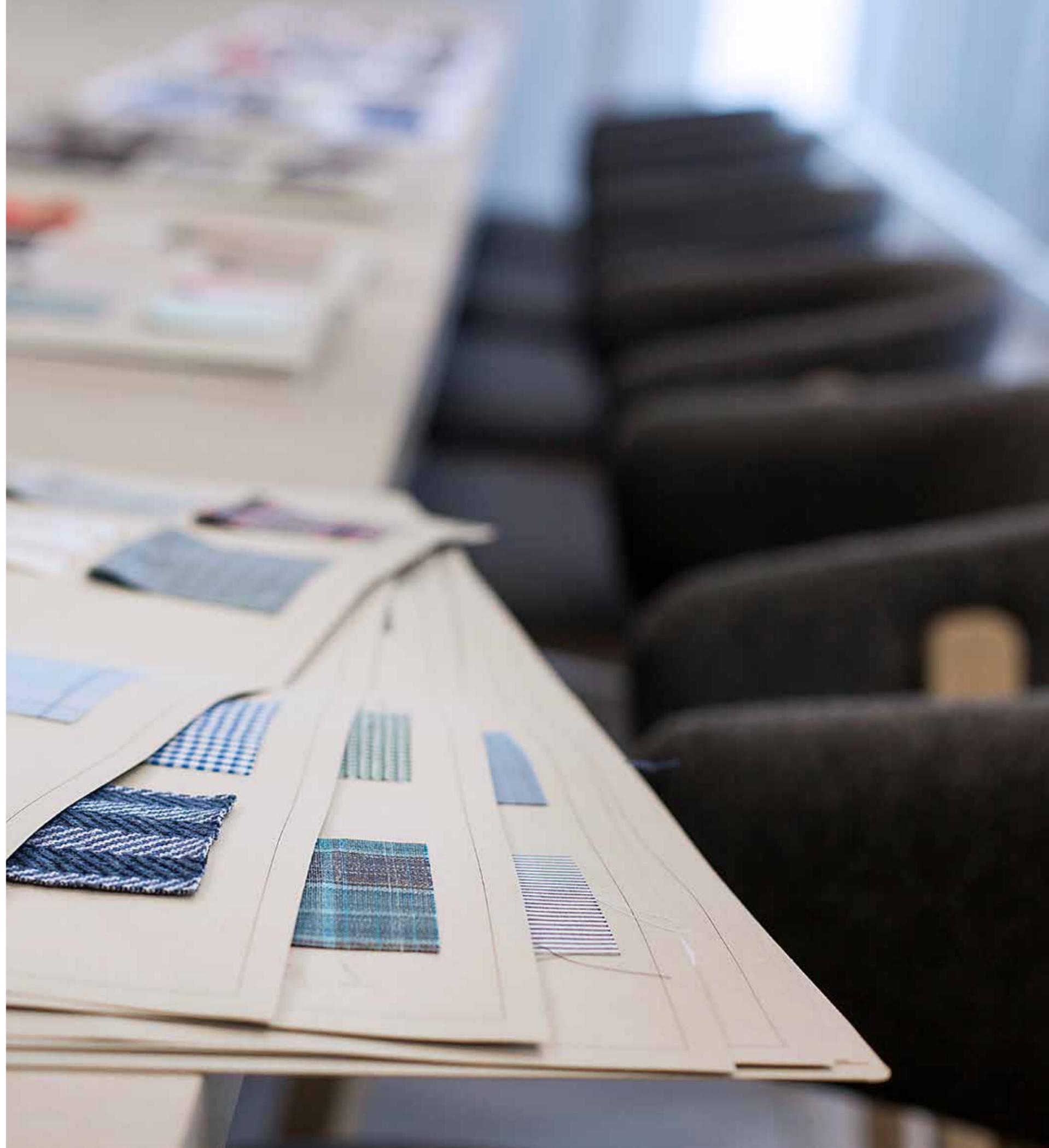
The overall goal is to share information with our partners about the natural benefits of wool so they can experience the fibre's exceptional qualities and generate greater commercial and creative returns.

04

WE CONNECT ALL FACETS OF THE SUPPLY CHAIN TO HELP YOU DO BUSINESS TOGETHER

The Wool Resource Centre is a resource to be used by all our partners throughout the supply chain. It is for woolgrowers, spinners, knitters, designers, retailers and garment makers – anyone who is passionate about the unrivalled properties and noble beauty of wool or for those seeking to learn about the fibre's versatility.

Woolgrowers can use the Wool Resource Centre as an office space for meetings or presentations to industry, supply chain partners can showcase their product or host a launch and designers can find inspiration and touch and feel the latest and greatest in wool.





05

INSPIRE EDUCATE CONNECT

A constantly changing schedule of events is designed to inform, excite and educate. The Wool Resource Centre hosts seminars and panel discussions to share information with our supply chain partners, who can use the facility as an office space, to hold meetings or launch new products.

As a multi-functional space that can be configured in a myriad of ways, the

Wool Resource Centre is designed to cater to the unique needs and requirements of all our partners. An auditorium configuration can be created for presentations and panel discussions, while an exhibition mode allows for fashion and interiors exhibitions, art installations and more. The research library doubles as a workspace for visitors to the centre, and can also be used for meetings with guests.

06

DISCOVER AUSTRALIAN WOOL'S INFINITE CREATIVE AND BUSINESS OPPORTUNITIES

The Wool Resource Centre showcases excellence and innovation using Australian Merino wool to help our partners to develop, produce and market the best wool products in the world.

A one-stop-shop for all things wool, the Wool Resource Centre provides market intelligence, technical innovations, sourcing information and a Merino wool-related knowledge base to a global audience.

We represent industry pioneering from the farm through to finished

product and aim to help you improve business relationships and commercial outcomes by arming you with the very latest information and technological developments.

We showcase the unique natural properties of wool to international partners including manufacturers, spinners, fashion designers, woolgrowers and retailers, working closely and collaboratively with the industry at every level. Our mission is to celebrate the wonder and beauty that sets wool apart.



THE
WOOLMARK
COMPANY

To make an appointment to visit the
Wool Resource Centre, contact HKresourcecentre@wool.com

