

Natural



Stain resistant



Wrinkle resistant



Timeless elegance



## WOOL VELVET

Velvet, or Velour when knitted, is a fabric prevalent in textile history and synonymous with luxury.

The addition of wool elevates the already premium velvet fabric features whilst also adding an elegant drape, improved stain resistance and most importantly warmth and insulation to the end use product.

Manufacturing both traditional velour and velvet includes a shaving or thread cutting process which results in fibre shredding – wool's natural properties mitigate excessive landfill contribution whilst avoiding chemical waste generation associated with synthetic velvet.

For more information contact **trade-extension@wool.com** Or visit woolmark.com