

INTERNATIONAL WOOLMARK PRIZE

OVERVIEW

The International Woolmark Prize (IWP) remains one of the leading talent incubation projects, crossing borders and cultures to discover, nurture and celebrate outstanding talents who showcase the beauty and versatility of Merino wool. It is the world's most prestigious award for rising fashion stars. It was first established in 1953 and prize continues to build and strengthen the reputation of Australian Merino wool as the core of sustainable luxury fashion and reinforces the Woolmark certification of apparel as an indication of quality and sustainability.

2.4

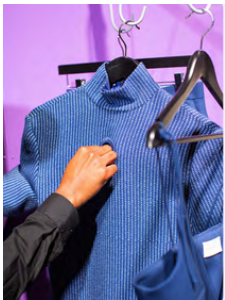
Benefit:Cost ratio

For every \$1 invested by AWI over the last 10 years, there has been an average \$2.4 return on investment



Participants from every continent can apply. Event has been hosted in: US, France, Italy, UK and China

KILOGRAMS OF WOOL



It is estimated that over the last 10 years the IWP has influenced over **5 million kilograms of wool** to be commercialized

DESIGNERS



Over the last 10 years there's been an average of **300 designer applications** per event with an average of 10 finalists

WOOL CONTENT



Average survey results indicate that over the last 10 years alumni have included **10 extra SKUs per year** with a mean of 50% wool content each

RETAIL PARTNERS



SUPPLY CHAIN PARTNERS

An average of **60 retail partners** per event. Retail partners assist the commercialization of finalists' collections

ADVISORY COUNCIL



An expert advisory council is selected for every event to review applications and select finalists/winners.

MEDIA REACH



Average **100,000 web traffic users** per event



Average **50 million impressions** per event over the last 10 years



An average of **1,000 PR clippings per event** over the last 10 years

To view the complete report click [here](#)
To check out the IWP's website click [here](#)