

SHANGHAI, Sept. 10, 2013 /PRNewswire/ -- Launched in China in 2011 by [Australian Wool Innovation](#) (AWI), owners of The Woolmark Company, [Woolmark Gold](#) sets a global benchmark for fine tailoring, a standard shared by [Gieves & Hawkes](#), a company that has prided itself on uncompromising standards of both material and manufacture for more than 200 years.

Just 10 years after they opened their first store in Shanghai, mainland China, Gieves & Hawkes now have more than 100 premises, and plan to open more in the coming years to cater to China's ever-expanding – and increasingly discerning - luxury goods market.

Gieves & Hawkes Managing Director Ray Clacher describes the affiliation with Woolmark Gold as a natural fit. "Our company has a longstanding tradition of craftsmanship, selecting only the finest fabrics available in the world. The Chinese consumer demands the real thing and Woolmark Gold gives us a genuine seal of approval."

A cloth or fabric must meet strict criteria to qualify for Woolmark Gold status. First it must be made from only new Australian Merino wool with a fibre width of 19.5 microns or less (that's 43% finer than human hair). Then it must have been woven or spun by one of a select group of just 12 British and European Woolmark Gold-accredited weavers and spinners, some of whom have been owned and operated by the same families for centuries.

Gieves & Hawkes will celebrate the union through aspirational global content including a co-branded film recently shot by Oscar-nominated British director, Mike Figgis, alongside dedicated window displays and staff training across the region.

The Woolmark Company Chief Strategy and Marketing Officer, Rob Langtry said: "The market

for luxury apparel in

China

has been expanding rapidly and consumers are looking for true quality at this level of the market. Working with our European partners, the Woolmark Gold program combines the superb qualities of 100 per cent natural Australian Merino wool with the historical skills of weaving exceptional cloth. Gieves & Hawkes are a highly valued new partner. Their Savile Row heritage, unique design and finish skills and excellent customer service make this a very attractive partnership for

China

consumers who are discerning in their taste and investment in quality. As the Woolmark Gold program expands, we expect Gieves & Hawkes to set the 'gold standard' for a unique and valuable customer experience."

Inspired by the Gieves & Hawkes initiative, a number of other leading luxury brands and retailers are understood to be already in negotiations to make Woolmark Gold an integral part of their Chinese offering.

<http://www.wool.com>

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