



# Cloth of Kings



Since time immemorial, noble fibres have assisted man's survival and well being as clothing, as bedding, and as insulation for his home.

King Alfonso of Spain protected The Merino Sheep for over 300 years from the 14th Century, War Lords of China protected the cashmere goats while the Priests and Emperors of Peru protected the vicuna, the llama and the angora. The nobility of the World, protected the noble fibre fleeces of the World.

## Noble fibres were developed for noble people.

It is only recently that wool and such luxury fibres have been made available on the mass retail market and while that has created a demand for higher volumes of wool, it has also led to a sorry state of price deflation within the wool market as large stores around the World drive prices down in the competitive war for customers.

Merino wool has lost its value, it is sold at far too low a price, to a market and a consumer who does not appreciate its worth.

In my view, this is due primarily to the fact that there is no one involved in the marketing and sale of superfine merino wool who understands the true value of this unique natural product, who can be involved in the product development, sales and marketing to a select consumer base.

The market in which wool is currently sold dictates the current market price.

## Nature friendly and Eco sustainable.

Merino wool should have a value three times what is paid for the wool today - that is a fact.

If prices do not rise, then volumes will continue to decline as the production of merino wool will not be a viable commercial proposition compared to other farming options offered to todays young farmers.

In the 18th Century, The King of Spain gave the finest of his coveted flocks as gifts to the powerful rulers in Saxony, France, and Great Britain. This ' Gift of Kings' was eventually shipped to the furthest reaches of the World, including South Africa, Argentina, New Zealand, and Australia, where the treasured merino sheep flourished.

Todays merino wool retains all the romance of the Gift of Kings, yet it yields a refined, unique fibre, like never seen or produced before.

Traditional shepherding, animal husbandry and craftsmanship, coupled with twenty first century advancements in processing have given us high quality, luxuriously soft fleeces, which are spun knitted and woven, then tailored in to the finest garments.

*The Cloth of Kings* brand preserves Scottish and English textile heritage, bringing back to life traditional cloths with new blends of merino wool and other noble fibres, as well as cheviot wools, new cloths that look vintage, but with softer handles, and new finishes that create lustre and drape, with innovative technical applications which enhance the cloth, such as stain resist, shower proof, and anti microbial finish for freshness.

Innovative cloths developed within *The Cloth of Kings* collection have featured Super 150s with 24 carat gold pinstripes, as well as platinum pinstripes.

Titanium micro encapsulated in to the cloth, Jade particles micro encapsulated in to the cloth for the Chinese market, increasing the value and the commercial viability of the enhanced, luxury cloth.



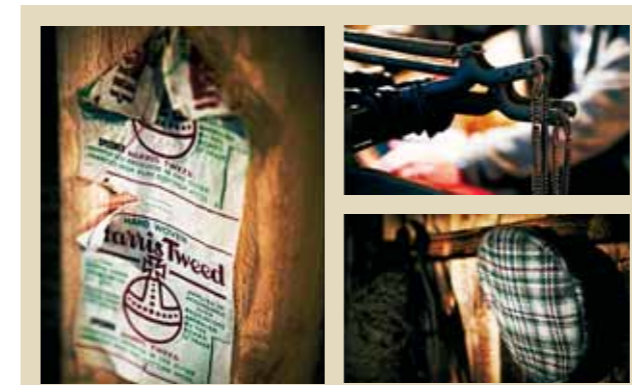
*The Cloth of Kings* Harris Tweed - An Clo Mor - sent from The Carloway Mill on the Isle of Lewis to W.T.Johnson in Huddersfield to improve the traditional Harris Tweed by cropping, KD press, silver shield application for anti bacterial properties and aqua block for shower proof feature, thus substantially increasing the value of the product through uncompromising and unequalled skill, innovation and expertise in the art of textile design and production.

## The best cloths in the World, Cloths fit for a King.

Harris Tweed from The Carloway Mill was micro encapsulated with diamond dust last year by W.T.Johnson, and a bolt of The Callanish Tartan sent to Her Majesty The Queen at Buckingham Palace on the occasion of Her Diamond Jubilee. Her Majesty was delighted.



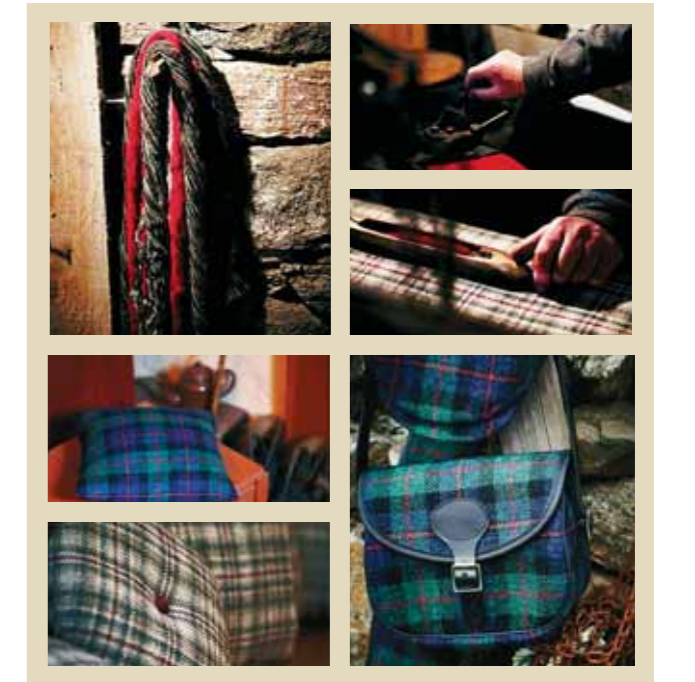
*The Cloth of Kings* Harris Tweed - An Clo Mor - is a magnificent collection of apparel, luggage, shooting accessories, and furniture, created from two outstanding and beautiful Scottish tartans;



The Callanish Tartan - Inspired by Queen Victoria, The Balmoral tartan from 1853 and the magical Callanish Stones.



The Lady Dunmore Plaid - Inspired by The Lady Dunmore who began the Harris Tweed industry in 1846, The Murray of Atholl Tartan, and the mysticism and beauty of The Outer Hebrides.



Both these tartans are unique, exceptional designs. The cloth is innovative and exclusive, the products have style and sophistication, they exude luxury, quality and the artisan textile crafts of The Outer Hebrides.

*The Cloth of Kings* is a collection of the finest cloths, for the finest clothes, luggage, furniture and accessories for the smartest people in the World.



*The Cloth of Kings* is an expensive, luxury collection of goods, made from wool.

Australian Super Fine Merino wool needs to go through a similar process of product enhancement, to improve the yarns, the cloths, improve the styles and designs of garments and knitwear, improve the customer base to which it is sold, in order to increase the value of the raw material, and the price paid to the farmer, for natures outstanding fibre..

Malcolm Campbell

CText FTI; CCoI FSDC; FRSA  
Images courtesy of Sean Knott photography  
<http://www.seanknott.com/>

