



CONFIDENCE. NOT JUST ON YOUR SLEEVE.
WOVEN INTO IT.

WOOL IN YOUR WARDROBE

Wool is a welcomed fiber for nearly any professional encounter. Its versatility and practicality make wool appropriate for any situation, look or style. Garments that contain wool resist wrinkling, drape beautifully, retain shape, travel well and project confidence. If you make the investment to wear wool, the fashion staple pays off time after time.

POPULARITY & INNOVATION

In a recent study, the top four characteristics listed on wool are comfort, fit, durability and ease of care. This research supports the rapidly growing trend of quality and comfort driven clothing. As of late, dressing up sometimes looks like dressing down. And the wool industry is responding. With innovative blends and finishes, and fabric weights lighter than ever before, designers are taking wool to new heights with elegant garments that are easy to wear.

Takeaways

- 01 Versatility for any occasion
- 02 Blend innovations support casual trend
- 03 Wool and worsted wool classifications

Experience
Wool.

NEVER
FAST FASHION

EXPERIENCE
AMERICAN
WOOL

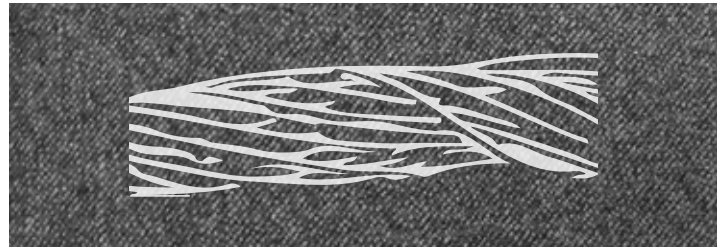
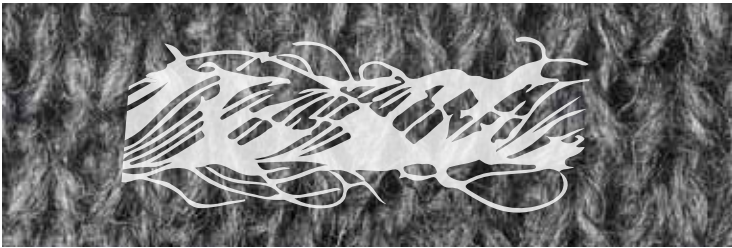
03

WOOL FABRICS

AMERICAN WOOL

WOOLEN OR WORSTED THE DIFFERENCE

Woolen and Worsted are two major classifications for wool yarns and fabrics. Here are the differences:



WOOLEN

WORSTED

01 PROCESSING

Spun from **shorter** wool fibers—one to three inches in length—spun from fibers of **medium or coarse** diameter, fibers are washed, scoured and carded

PROCESSING

Spun from **longer** wool fibers—longer than three inches in length—spun from fibers of **fine** diameter, fibers are washed, scoured, carded, **combed and drawn**

02 YARN

Bulky, texture low to medium slack twist, less tensile strength

YARN

Fine, smooth, even, tighter twist, higher tensile strength

03 FABRIC APPEARANCE

Soft, fuzzy, thick, heavier weight

FABRIC APPEARANCE

Crisp, smooth, clear-faced, lighter weight

04 CHARACTERISTICS

More insulatory due to trapped air, less durable, wear reduces shine

CHARACTERISTICS

Less insulatory, more durable than woolens, may become shiny with use, holds creases and shape

05 USES

Sweaters, carpets, tweeds, upholstery

USES

Suits, dresses, gabardines, crepes

TO LEARN MORE VISIT AMERICANWOOL.ORG

SOCIAL MEDIA: @[experiencewool](https://www.instagram.com/experiencewool)