

ASW2020 Welcomes The Woolmark Company as Innovation Partner

Having carved a niche for itself with the very first Apparel Sourcing Week (ASW), held last year, that proved to be a hit for all the stakeholders involved, the second edition has already created a huge buzz globally! With preparations for ASW 2020 going on in full swing now, it is to be noted that the forthcoming show promises to be bigger and grander than the previous one.

The event's organiser – Apparel Resources – is overwhelmed by the response shown by the participants, exhibitors and visitors from across the globe. The ASW team welcomes The Woolmark Company as its latest valued Innovation Partner who have come onboard to make the experience an unforgettable one. Trusted by consumers for over 50 years now, the Woolmark brand has adorned more than 5 billion products ever since its original mark was created back in 1964, guaranteeing quality and representing pioneering excellence and innovation.

A subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian Merino wool, The Woolmark Company highlights the wool's position as the ultimate natural fibre and premier ingredient in luxury apparel. Curious to know the USP of the Australian Merino wool? Well, it is 100 per cent natural, renewable and biodegradable, and thus is famous all over the world for its next-to-skin softness, strength, innate versatility and technical benefits. The wool's versatility extends from luxury fashion to high-performance activewear, accessories, homewares and everything in between. With such a high repute to its credit, what are the brand's expectations from ASW 2020? The Woolmark Company, Country Manager, India, Dilip Gianchandani shared, "We take pride in highlighting Australian Wool's position as the ultimate natural fibre grown year-round and are very excited to showcase the fibre in modern light at the upcoming Apparel Sourcing Week 2020. Our participation will aim at unfolding the natural and renewable story behind Merino wool to newer audiences."

It is also pertinent to underline here that at the upcoming ASW 2020, The Woolmark Company will be promoting its 'fibre advocacy program' wherein it will be talking about the idea of wool beyond traditionally known garments like sweaters, jumpers and suits. So, the visitors can look forward to innovations in Merino Wool that are relevant to today's consumers and fashion trends.



Dilip Gianchandani
(Country Manager, India)
The Woolmark Company

“It is the company’s constant endeavour to work on new innovations as we continue to make our mark in the athleisure and sportswear market using Merino wool. As the sports and outdoor industry continues to grow at a rapid rate, Merino Wool is proving itself to be well-placed to meet the performance needs of both brands and consumers.”



To know more about Australian Merino Wool, its sustainability credentials and applications in fashion, register for a session on 'Fibre Advocacy: New Applications in Wool' at ASW 2020 and hear the passionate team brief about this new endeavour. For registration, visit www.apparelsourcingweek.com and engage with the authority on innovation in wool.

The forthcoming sourcing show ASW 2020 promises to deliver three days of utmost knowledge and networking along with some truly engaging activities. Boasting of 9 panel discussions, 6 workshops and 8 open house forums, the event's itinerary is as imposing as it could get. ASW 2020 is scheduled to take place on February 20, 21 and 22 at the majestic Sheraton Grand, Bengaluru.

Over 2000 companies already registered for visitation @ASW '2020

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About Apparel Sourcing Week 2020

Apparel Sourcing Week 2020, a three-day Sourcing Show not only provides the Asian manufacturers a platform to showcase their products & manufacturing capabilities to the Brands & Retailers from all over the world including India, but also extends them a chance to attend the multiple seminars (headed by industry experts), workshops, open-house discussions and networking opportunities organised during these three days, which would help the manufacturers get a better understanding of Indian and International Retail and evolving dynamics of sourcing in various markets and retail formats.

About the Organiser

Apparel Resources is well known for its benchmark publications – Apparel Online, StitchWorld and Resource Guide published from India, Bangladesh & Vietnam. These publications have been around in the industry for over 35 years, supporting, guiding and standing by garment exporters and the retail industry globally, providing them a platform to source better.

Apparel Sourcing Week

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