

Ermenegildo Zegna

MEDIA RELEASE

2007 ERMENEGILDO ZEGNA AWARDS

An ultrafine wool fleece measuring 10.7microns has been produced by The Wool Factory, Horsham, Victoria to win the **2007 Ermenegildo Zegna Vellus Aureum Trophy – Australia**.

The award was presented at the **28th Ermenegildo Zegna Awards** dinner at The Westin Sydney by Ermenegildo Zegna Australia, Operations & Communications Executive, Dion Link.

This win is a major achievement and an inspiration to all fine woolgrowers worldwide. Breeding programmes, developed through extensive research and highly skilled flock selection, now produce ultrafine wool rating in fineness greater than other exotic natural fibres such as cashmere and vicuna.

The Wool Factory, a unique community based organization in Horsham, headed by CEO Tony Craig and assisted by Wool Manager, Ian Walter, also won this award in 2004.

The winning fleece is eligible to enter the **2007 Ermenegildo Zegna Vellus Aureum International Trophy** to be presented at a Gala Dinner in 2008. The winner of the International competition, open to wool producers from Australia, Argentina, New Zealand & South Africa, will receive gold to the weight of the “Golden Fleece” and a replica of the Swiss artist Not Vital's sculpture created in 2002 for the inaugural Ermenegildo Zegna Vellus Aureum Trophy.

In another keenly contested category, the **2007 Ermenegildo Zegna Unprotected Wool Trophy** veteran wool producers, Jill & Ed Hundy, “Windradeen”, Pyramul, NSW won with 94.6 points out a possible 100. Established in the 1930’s, today the “Windradeen” name is synonymous with superior quality Merino wool and has won many Zegna and other awards.

The third category, the **2007 Ermenegildo Zegna Protected Wool Trophy** was won by Tasmanian wool producers, Allan & Carolyn Phillips, “Glen Stuart” Evandale received 95.6 points out a possible 100. Previously from Victoria, Allan & Carolyn moved to Tasmania some eight years ago to “Glen Stuart”, a 2,600-hectare property which runs some 5,000 fine wool Merino sheep.

This is the 28th year of the national Ermenegildo Zegna Awards, established in conjunction with the Australian Superfine Wool Growers' Association (ASWGA) in 1980. The 202 fleece entries were from all fine wool growing areas of the continent.

All fleeces entered will be purchased by the Zegna Group and manufactured into the finest quality cloths produced under the Ermenegildo Zegna.

Since 1963, when the first regional Ermenegildo Zegna Perpetual Trophy was held in Tasmania, Zegna has encouraged and supported development of finer, softer and more exotic wools.

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In a message sent from Italy by Ermenegildo Zegna Group President, Count Paolo Zegna, he said “The Zegna Group appreciates the enthusiasm and dedication Australian growers show towards our competition which demonstrates that you continue to share our joint commitment to this superior product.

“The fineness reached this year by the winning fleece is an outstanding achievement and together with winning fleeces of past editions of our Vellus Aureum International Trophy will be transformed into a very special fabric that Ermenegildo Zegna has planned to produce on the occasion of the Group Centenary in 2010.

“This continued support and research for excellence adds an incredible prestige to wool, a natural fibre which deserves the highest attention from the most exclusive and “attentive to quality” consumers.

“We, Ermenegildo Zegna, are extremely proud to have contributed and to continue to contribute to keeping the image of superfine wool at the highest level in the international consumers mind”, he concluded.

ASWGA President, Frank O’Connor thanking the Zegna Group said “The Ermenegildo Zegna fleece competition brings growers and Zegna together where we can all admire the highest quality fleeces and fabrics. The inspiration we gain refocuses our attention on the future and the desire to do even better each year. Superfine growers remain committed to the production of the finest quality wool required by Zegna.” he said.

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For further information contact
Noreen Coulton
For
Ermenegildo Zegna Group
T: 61 2 9953 4494 Email: noreen.coulton@exemail.com.au

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