



AUSTRALIAN SUPERFINE WOOL GROWERS' ASSOCIATION INC

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ERMENEGILDO ZEGNA AWARDS 2005

Ultrafine wool, finer than cashmere and vicuna, has been produced by Australian woolgrowers Barry & Helen Finch, "Legend" Glen Innes, NSW to win the **2005 Ermenegildo Zegna Vellus Aureum Trophy – Australia**. The winning fleece measured 11.5 micron.

The award was presented at the **26th Ermenegildo Zegna Awards** by Ermenegildo Zegna Australia, Managing Director, Mark Sinclair at a dinner at Sir Stamford at Circular Quay, Sydney.

This is the second win for Barry & Helen Finch who, in 2002, were awarded the inaugural Ermenegildo Zegna Vellus Aureum Trophy for an 11.7 micron fleece.

The Legend Superfine Merino Stud, situated on the Northern Tablelands of NSW, was founded in 1995 on pure "Ledgerton" bloodlines and runs some 1,700 fine wool sheep.

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

The winning fleece is eligible to enter the **2005 Ermenegildo Zegna Vellus Aureum International Trophy** to be announced and presented at a Gala Dinner in 2006. 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 Ermenegildo Zegna Vellus Aureum Trophy.

In another category, the highly prized **2005 Ermenegildo Zegna Unprotected Wool Trophy** was won by extrafine wool producers, Allan & Carolyn Phillips, "Glen Stuart" Deddington, Tasmania with 94.0 points out a possible 100.

Previously from Victoria the Phillips family moved to Tasmania some six years ago to "Glen Stuart", a 2,600-hectare property which runs some 5,000 fine wool Merino sheep.

Another keenly contested category, the **2005 Ermenegildo Zegna Protected Wool Trophy** was won by New England wool producers, Stuart & Annie Pearson, "Ambermala" Uralla, NSW with 97.1 points.

"Ambermala", a property on the Northern Tablelands of NSW, runs some 1,500 sheep based on Merryville bloodlines.

In this 26th year of the national Australian competition, established in conjunction with the Australian Superfine Wool Growers' Association (ASWGA) in 1980, attracted 234 entries from all fine wool growing areas of the continent.

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

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.

In a message Count Paolo Zegna sent from Italy he said "The keen support we continue to receive for the Ermenegildo Zegna Awards from Australian woolgrowers is very gratifying and demonstrates that fine wool producers continue to share Zegna's commitment to this superior product."

“Zegna cloths have always contained the finest quality wool and the beautiful wool fibre being produced by Australian woolgrowers is as highly prized as the noble natural fibres cashmere and vicuna for fineness and beauty.

"We continue to develop fine elegant cloths suitable for all seasons and these are only made possible by an assured supply of the finest quality fleeces. We demonstrate our belief in the fibre through dedicated research and worldwide wool promotion and we believe that fine wool has a bright future in this highly specialised market” Paolo Zegna concluded.

ASWGA President, Frank O’Connor thanking the Zegna Group said in the years since the first national Zegna Trophy was first presented in 1980, the bond between the Zegna company and superfine woolgrowers have developed and strengthened to the mutual benefit of both parties.

Zegna’s support throughout the past 26 years has inspired Australia’s professional superfine woolgrowers to continue their quest to produce a superior, exotic natural fibre. This close partnership has given growers a deeper understanding of the intricacies and requirements for the manufacture of fine speciality cloths for which Zegna has become so famous throughout the world. Superfine growers remain committed to the production of the highest quality superfine wool required by Zegna,” he said.

ERMENEGILDO ZEGNA AWARDS

2005 RESULTS

ERMENEGILDO ZEGNA VELLUS AUREUM INTERNATIONAL TROPHY

(For fleece 13.9 and finer - Unprotected, Protected & Shedded sheep)

Winner
11.5 Micron 84.5 Points
Helen & Barry Finch
"Legend"
GLEN INNES NSW AUSTRALIA

ERMENEGILDO ZEGNA UNPROTECTED WOOL TROPHY AUSTRALIA

(Fleece 17.4 to 14.0 micron from non-rugged sheep)

PLACE	POINTS	NAME
First	94.0	Allan & Carolyn Phillips "Glen Stuart" DEDDINGTON TAS 7212
Second	93.8	Tully Group "Tarrangower"

		ARMIDALE NSW 2350
Third	92.2	Merv & Elma Mibus "Glenara" DUNKELD VIC 3294
Fourth	92.1	Kevin & Tim Bower Stanley Vale Partnership "Stanley Vale" URALLA NSW 2358
Fifth	92.2	Stuart & Annie Pearson "Ambermala" URALLA NSW 2358
Sixth	91.7	Allan & Carolyn Phillips "Glen Stuart" DEDDINGTON TAS 7212
Seventh	90.6	Ian & Valerie Price "Glen Maye" SALLY'S FLAT NSW 2850
Eighth	90.4	Warwick O'Connor "Windfall" CAMBELL TOWN TAS 7210
Ninth	90.0	Ed & Jill Hundy "Windradeen" Pyramul NSW 2850
Tenth	89.8	N Hartwich & Sons "Mt Challicum" BUANGOR VIC 3375

ERMENEGILDO ZEGNA PROTECTED WOOL TROPHY - AUSTRALIA

(Fleece from rugged sheep)

PLACE	POINTS	NAME
First	97.1	Stuart & Annie Pearson "Ambermala" URALLA NSW 2358
Second	96.7	Tony & Janet Gall "Wilson's Creek" URALLA NSW 2358
Third	94.8	Ray & Claire Schnitzerling "Kirrarin" WARWICK QLD 4370

ERMENEGILDO ZEGNA AWARDS

HISTORY

In 2005 the fine wool industry celebrates the 26th anniversary of the national Ermenegildo Zegna Awards launched in 1980.

Since the young Italian entrepreneur Ermenegildo Zegna founded his wool mill in 1910 his company has been an enthusiastic promoter of the finest quality raw materials.

To produce the finest fabrics in the world he needed to establish direct contacts with markets supplying the very best natural fibres the world had to offer and in the 1920's he visited Australia in search of the finest Merino wool. A long tradition and historical connection with Australia has resulted.

Now the Ermenegildo Zegna Group is world renowned for its leadership in men's clothing and fine fabrics under the labels **Ermenegildo Zegna**, and **Agnona** in womenswear, and is one of the world's largest users of extrafine Merino wool.

Ermenegildo Zegna also uses other exotic natural fibres such as cashmere from Inner Mongolia; mohair from South Africa and through Agnona, Zegna is one of only three Companies in the world allowed by the Peruvian Government to produce, promote and re-introduce vicuna products into international markets.

The first **Ermenegildo Zegna Perpetual Trophy** which commenced in 1963 was a regional competition for woolgrowers in Tasmania (Australia) for "Superfine Skirted Merino Fleece".

In 1980 the first national Ermenegildo Zegna Award, the **Ermenegildo Zegna Trophy for Extrafine Wool Production (renamed Ermenegildo Zegna Unprotected Wool Trophy)** was launched, with the Australian Superfine Wool Growers' Association (ASWGA), for wool 17.9 micron and finer, to salute the outstanding results by woolgrowers dedicated to the improvement of their product.

In 1998, an **Ermenegildo Zegna Protected Wool Trophy** was added for fleeces from sheep coated to protect the fleece from the elements, dust and vegetable matter.

In 2002 celebrating the incredible advancements made by Australian woolgrowers, the **Ermenegildo Zegna Vellus Aureum Trophy** was launched for 13.9 micron and finer. This award recognised that dedicated group of Australian woolgrowers whose continuing quest for excellence produces wool of such beauty, softness and fineness to equal other exotic fibres cashmere and vicuna.

In 2003, a global award the **Ermenegildo Zegna Vellus Aureum International Trophy** was launched simultaneously in major fine wool producing countries Australia, Argentina, New Zealand & South Africa. Competing for the title of producer of the world's finest and best Golden Fleece, the winner receives gold to the weight to the winning fleece and a replica of the Vellus Aureum sculpture by famous Swiss sculptor Not Vital.

Another competition launched in 2003, the **Ermenegildo Zegna V A Challenge** is a biennial trophy for New Zealand, South Africa and Argentina, similar to Australia's Unprotected Trophy.

Winners from each country receive travel and accommodation to attend Ermenegildo Zegna Awards gala presentations in Australia.

A panel of independent judges uses Australian Superfine Wool Growers' Association (ASWGA) criteria. In Australia entry numbers have grown significantly since the national Zegna Trophy competition was established. In 2005 - 234 entries were accepted for judging in three categories. (record 287 - 2003).

Since the national Ermenegildo Zegna Awards commenced in Australia, strong bonds have developed between the Zegna family and Australian woolgrowers working closely to improve this exotic fibre to their mutual benefit.

In New Zealand where the competition was launched in 2003, the enthusiasm to have their wool judged in such keenly contested competitions is already apparent.

A perfect example of successful niche marketing has resulted.

THE TROPHIES

Fine works of art have been an important feature of the Ermenegildo Zegna Awards with artists of international acclaim commissioned to create works for each new trophy. Australian museums have been the beneficiaries.

In 2002 famous Swiss sculptor, **Not Vital** was commissioned to create a work for the Vellus Aureum Trophy. His magnificent bronze sculpture, "Vellus Aureum" was donated to the **Powerhouse Museum in Sydney** and a replica is given as part of the annual prize.

In 1979, world acclaimed English artist, the late **Graham Sutherland**, was commissioned to produce the "Rams Head" gouache, from which 75 lithographs were produced to form part of subsequent prizes. The gouache, and a ceramic plate also produced from the "Ram's Head" design and donated to the Australian Superfine Wool Growers' Association have been donated to the **National Museum of Australia in Canberra**.

In 1963, Australian sculptor **Steven Walker**, who had studied in Rome and Florence, created an intricate work in platinum, gold and silver piece for the first trophy which is housed in the **Tasmanian Wool Museum**.
