



## Wool Awards 2024

Ermenegildo Zegna Vellus Aureum Trophy

Ermenegildo Zegna Superfine Wool Trophy

**Ermenegildo Zegna Group**





## Wool Awards 2024

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Dear Friend Woolgrower,

We are pleased to share with you the rules for the 2024 Ermenegildo Zegna WoolTrophies.

The inherent excellence and unique characteristics of this incredible natural fibre have allowed the Ermenegildo Zegna Group to continue to perfect the beauty, the quality and the performance of its products. In particular, Australian superfine wool has been, and continues to be, key to creating many of the Group's most precious fabrics and exclusive garments.

The Company was the first to believe in the importance of collaborating with the woolgrowers and the Australian Superfine Wool Growers Association (ASWGA) to further strengthen their recognition in the international arena. Importantly, for almost sixty years now, it has also supported trophies and awards that recognize the quality, performance, and innovation that Australian wool is known for around the world and across the industry.

60 years ago, Ermenegildo Zegna was the first to establish its inaugural "Ermenegildo Zegna Perpetual Trophy" to award and incentivize woolgrowers to improve the quality of superfine merino and has consistently worked to celebrate the importance of this fibre. This competition is the oldest existing in the world of wool.

At Zegna, quality is one of our most fundamental values, in terms of both our finished products and our raw materials. Zegna's relationships with woolgrowers, the ASWGA, and Australia are today more fundamental than ever. The fineness of the wool we use, as well as the durability, color, and uniformity of the fibers, continue to play a starring role in the way we create our products. As we continue to innovate our products and production processes, Zegna continues to empower farmers and their animals. Quality only comes with care.

Working with the best woolgrowers in the world and striving for excellence is of paramount importance for us, as we continue to align to the evolving cultural codes of the new generations and consumers more broadly. Our ambition and our responsibility is to continue to pursue excellence and invest in quality in a manner which is respectful to all our stakeholders and the natural world, sharing best practice and knowledge with all our key partners such as the Australian Superfine Wool Growers Association.

In the hopes that in the coming shearing season, the efforts of all woolgrowers will be properly compensated by the market, Zegna Group is pleased to pledge its support to the people who continue to produce the most beautiful wool in the world.

Kindest regards,

Paolo Zegna

A handwritten signature in dark ink, appearing to read "Paolo Zegna", written over a faint circular watermark.

Ermenegildo Zegna

A stylized handwritten signature in dark ink, appearing to read "Ermenegildo Zegna", written over a faint circular watermark.

**Ermenegildo Zegna Group**



# Ermenegildo Zegna Vellus Aureum Trophy COMPETITION RULES 2024

## 1. CONDITIONS OF ENTRY

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Fleeces will be submitted for judging only if the *Conditions of Entry* have been met and approved.

- This competition is open to *Australian* wool growers.
- All entrants must be Superfine Merino ewe or whether skirted fleeces, no ram fleeces are accepted. Fleeces must be shorn in the current 2023 shearing season.
- All entrants must have a minimum weight of 750 grs. and must be tested 12,9  $\mu$  or finer.
- Participating farms must respect the IWTO's International Wool Textile Organization Wool Sheep Welfare Guidelines.
- Submitted fleeces must be from lots declared and documented NM under the National Wool Declaration.
- Zegna's ethical approach to animal welfare requires growers to follow the best practices: fleeces from sheep raised in single penning are not accepted and shedded sheep must have regular access to the paddock.
- The number of fleeces entered in the competition (maximum 10 per farm) must be declared in the Entry Form.
- The winning farms will have only one fleece each entering in the final ranking.
- All fleeces entered in the competition and accepted by the jury will be purchased by Ermenegildo Zegna at a price determined by the judges.

## 2. TIMING

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- January 5<sup>th</sup>, 2024: Entry Forms to be sent to the coordinating companies (see indications in the Entry Form).
- January 5<sup>th</sup>, 2024: Fleeces to be delivered to the coordinating companies.

## 3. JUDGING AND SCORING METHOD

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- The fleeces will be judged in accordance with the criteria listed below:

A) Micron and Weight	50 points
B) Style	20 points
C) Strength	15 points
D) Evenness	10 points
E) Excellence by Judge	5 points

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100 points



## Ermenegildo Zegna Vellus Aureum Trophy COMPETITION RULES 2024

- A) MICRON AND WEIGHT: 50 points in total, 40 for micron and 10 for weight. The evaluation of micron will be made with the OFDA system.
- B) STYLE: 20 points - Subjective appraisal. Points will be awarded for style, crimp-evenness and consistency of definition, bloom, handle / softness.
- C) STRENGTH: 15 points - Subjective appraisal. Judges will assess strength under the accepted code used for non-strength measured wools. (Sound= 15 points, W1= 8 points, W2 =2 points, V = 0 points).
- D) EVENNESS: 10 points - Subjective appraisal. To be judged on evenness of length / style / quality / appearance.
- E) EXCELLENCE: 5 points - by judges' discretion.

#### 4. PRIZES AND PRICE GIVING

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- The five finalists will be announced and awarded in the first half of 2024.
- The winner will be awarded with a silver and gold plate and an amount of AU\$ 15.000.
- Classified 2<sup>nd</sup> and 3<sup>rd</sup> will receive each a silver plate, and the amount respectively of AU\$ 3.000 and AU\$ 1.500.
- Place getters 4<sup>th</sup> and 5<sup>th</sup> will receive each a silver plate.





# Ermenegildo Zegna Superfine Wool Trophy COMPETITION RULES 2024

## 1. CONDITIONS OF ENTRY

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Samples of the wool lots will be submitted for judging only if the *Conditions of Entry* have been met and approved.

- Wool lots must come from the 2023 shearing season.
- Entrants must be merino wool lots 14.5 to 18.0  $\mu$ .
- Only one lot per farm, 1 to 5 bales maximum. Please indicate the size of the wool lot in the Entry Form.
- Participating farms must respect the IWTO's -International Wool Textile Organization Wool Sheep Welfare Guidelines.
- Submitted lots must be declared and documented NM under the National Wool Declaration: copy of the NWD will have to be sent together with the Entry Form.

## 2. TIMING

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- Participating farms must submit and send a sample of their lot to Australian Wool Network, 51 Finlay Rd., Goulburn NSW by January 5<sup>th</sup>, 2024.
- The jury will do a first assessment upon all the samples and will select the best 10 lots before the end of January 2024.
- Non finalists will be immediately notified to consider different selling alternatives.
- The 10 finalists will be asked to send their entire lots to their brokers within January 31<sup>st</sup>, 2024 and will be immediately paid.
- Top 10 lots will be moved into the same location (Australian Wool Network, 51 Finlay Rd., Goulburn NSW) for the final global evaluation and judging.
- Final judging will take place in February 2024.

## 3. JUDGING AND SCORING METHOD

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- The finalist wool lots will be judged by independent judges utilizing the full test results.
- Final judging will consider the parameters within the whole lot.
- Fineness will not be a scoring parameter, but among two lots achieving the same score, finer will prevail.
- The lots will be judged in accordance with the criteria listed below:

A) Yield	10 points
B) Strength	20 points
C) Conformity of Length	20 points
D) Trueness to type	20 points
E) Evenness of quality	20 points
F) Excellence by judges	8 points
G) Number of bales premium	2 points
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	100 points



## Ermenegildo Zegna Superfine Wool Trophy COMPETITION RULES 2024

A) YELD: 80% = 10.0 points                      68% = 6.0 points

B) STRENGHT: (points)

NTK / Micron	14.5/14.7	14.8/15.2	15.3/15.7	15.8/16.2	16.3/16.7	16.8/17.2	17.3/17.7	17.8/18.0
40/42	17	17	16	16	15	15	14	14
43/47	19	19	18	18	17,5	17,5	17	17
48+	20	20	20	20	20	20	20	20

C) LENGTH:                      Length relative to tested fineness and evenness through the lot.

D) TYPE:                              Traditional style, handle, softness, and bloom, including VM (max. 1,5% eligible).

E) EVENESS:                      Through the lot and regularity in the staple.

F) EXCELLENCE:                      By judges' discretion.

G) PREMIUM for Nr. of bales (points): 5bls= 2.0    4bls= 1.5    3bls= 1.0    2bls= 0.5

#### 4. PRIZES AND PRICE GIVING

- The ten finalists will be announced in February 2024. They will be rewarded by Ermenegildo Zegna and their lots will be bought at the average market price of similar types sold between July 2023 and end January 2024, with a 50% premium.
- 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place getters will be awarded with a silver plate and the amount respectively of AU\$ 7.500, AU\$ 3.000 and AU\$ 1.500. They will also receive 3 cut lengths of fabrics each, specifically produced by Ermenegildo Zegna Woolmill with the name of their property written in the woven selvedge.
- Place getters from the 4<sup>th</sup> till the 10<sup>th</sup> will receive each a silver plate.



Photo by Mattias Klum

## Ermenegildo Zegna Group

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