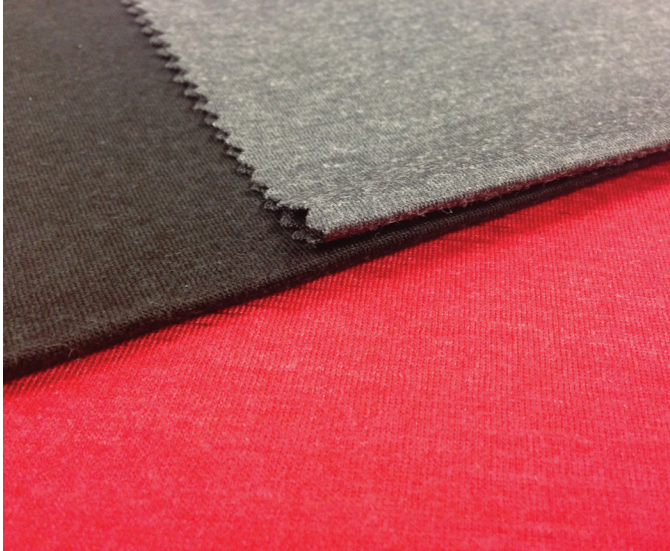


NEW FABRICS FROM CHARLES PARSONS

Charles Parsons has launched two new fabrics targeting the fashion market as part of its Merino State collection.



The first, a merino/silk jersey is 85 per cent merino and 15 per cent silk blend at 180gsm, and is designed to target fashion customers within Australia, New Zealand and abroad, said Barry Hutchison, sales manager - apparel fabrics.

“Two of nature’s most recognised luxury fibres combined to present a single jersey that has the smoothness and lustre of silk with the comfort and lovely natural attributes of superfine merino wool. This luxurious but yet machine washable fabric is a premium quality knit that can bring exclusivity to basics or further compliment the most sophisticated of styles.”

Launched in March, the fabric is now starting to generate interest in overseas markets; key draw cards of the product include its “supple, luxurious handle compared with our 100 per cent merino products, which already in their own right have a fantastic hand feel. A natural marle appearance and the blend of natural fibres provide an added aesthetic.”

As interest in the fabric grows, Charles Parsons will continue to add colours to the range.

The other fabric, Single Jersey Lite Marle, is a 100% 135gsm Merino.

“The dyed merino yarn means we can offer the market 100 per cent merino in a grey marle colourway whereas before we were only able to offer a blend of merino/modal,” said Hutchison.

“Like the merino/silk, the target market is fashion customers, both within Australia, New Zealand and abroad. Both of these products have been added to the Bespoke range to fill the fashion gap in our stock service product range.”

“As well as these two new fabrics, Charles Parsons has also added four new fashion focused colours to its Merino State stock service single jersey and rib collection.”