



the  
science  
of  
fashion

# Why would AgResearch scientists want a runway show at the Air New Zealand Fashion Week?

**The answer is to showcase the world-first fabrics our Textiles Section scientists have developed.**

We've teamed with some of the top designers at Fashion Week who have used our fabrics to create the AgResearch Designer Collection. We are very grateful for the investment of their time and talent to produce the beautiful designs you see in these pages.

The unique benefits of the AgResearch fabrics they have chosen to use are on the textiles sheet at the rear of this folder.

Some of these wool-based fabrics (Natural Easy Care) are lighter, softer and finer than anything on the market and are machine washable without the use of any chemical treatments, another is stab-and flame-resistant and all have outstanding comfort properties compared to their competitor fabrics. The vintage washed down and tone-on-tone colour effects are the results of our new innovative dyeing techniques. The lightweight next-to-skin fine gauge knitted fabrics were developed using fine count Merino wool and woolblend yarns.

What's in it for AgResearch? To showcase our talents and hopefully attract the attention of potential commercial partners who will manufacture and market our fabrics. We aren't in that business.

Our business, as New Zealand's largest Crown Research Institute, is research and development to help maximise the performance of the agricultural-biotechnology sector – especially farmers. Developing innovative fabrics from wool is a recent addition to AgResearch's scientific expertise. Last year we bought Canesis Network Ltd, a world leader in textile innovation and development, which in a previous life was the Wool Research Organisation of New Zealand.

It's the scientists who joined AgResearch in this acquisition who developed the fabrics being showcased – and much of their work has been funded by Australian Wool Innovation Ltd. But it's the creativity and skill of the designers using the fabrics which has led to the marriage of science and high fashion you see on the runway this week. We are very proud that some of the big names in the fashion industry have chosen to create garments with our fabrics – including Annah Stretton, Cybèle, Jaeha, Jimmy D, Hailwood, Salasai, Sera Lilly, sherieyvonne, Stitch Ministry and twentysevensnames. It's been wonderful working with them to produce the stunning AgResearch Designer Collection.

**We hope you enjoy it.**



Farming, Food and Health. **First™**

*Te Ahuwhenua, Te Kai me te Whai Ora. Tuatahi*



STEPHEN MARR

