



# Ethical and Sustainable Australian Merino Brand Launches

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*A family from outback Australia has launched a collection of ethical, sustainable & collectable Merino scarves that can be traced back to sheep on their farm.*

WELLINGTON, NSW, AUSTRALIA, November 22, 2016 /EINPresswire.com/ -- A LIFELONG DREAM has become reality for a family from the outback of Australia, with the launch of a collection of stunning designer limited edition Merino scarves which can be traced right back to the flock on their farm.

The start-up company, [LoveMerino](#), is the culmination of the hard work of 6 generations of Smiths who have lived and worked on their farm 'Glenwood' near Wellington in New South Wales since 1898.

Co-founder, Pip Smith, said that she and her husband Norm had always wanted to develop a brand using their own super fine Merino to produce ultra-premium products for the global market.

"Consumers around the world are becoming increasingly discerning about the ethical and sustainable aspects of fashion. They want to know where the product comes from, how it was produced and the story behind the brand. This has been virtually impossible with Merino wool ... that is until now," Pip said.

"We have an amazing story and want to share it with the world. 'Glenwood' is not just a farming business but a way of life as we aim to achieve a harmonious balance between the environment, animals, business and our family."

"Our Merinos are grazed to mimic nature which has led to the re-emergence of unique species of native grasses thought to be extinct in this region. We are also looking to continuously improve animal welfare and stopped mulesing in 2005."

LoveMerino has embraced the "slow fashion" ethos by working in small scale production with local Australian manufacturers, artists and design houses to produce limited edition pieces (1 of 50) inspired by the land they love so much.

"Our ultimate goal is for LoveMerino to help re-invigorate local manufacturing in our small town and support the amazing designers, artisans and makers we have in Australia."

"We couldn't be more excited to launch our first collection of luxury Merino scarves and want to build an inclusive community with our friends in the United States that share our passion for Merino and feel part of our family," Pip added.

LoveMerino's first collection is available now at its Etsy store <https://www.etsy.com/ca/shop/LoveMerino> or through the company's new website [www.lovemertino.com.au](http://www.lovemertino.com.au)

Look Book and high resolution images of the family, farm and collection are available on request.

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**OUR FIRST COLLECTION:**

The first collection draws on inspiration from the family farm 'Glenwood' with illustrations of flora from the paddocks and homestead. Illustrated by Sydney-based artist Manuela Strano these designs are hand silk screen printed in Sydney by Publisher Textiles.

To compliment these graphic designs we have developed a range of individually hand dyed scarves in collaboration with Shibori, Sydney. Working in a seasonal color palette these designs bleed softly with the Merino creating gentle tonal variations and patterns.

The range evokes feelings of accessible luxury with easy to wear colors which can be dressed up or down. The collection is limited to a release of only 50 of each style with a certificate accompanying each piece in its black LoveMerino gift box. The scarves are a generous 18 x 80 inches. Merino is trans-seasonal natural fiber which is soft against the skin.

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