



## **The Woolmark Company announces actor Shравan Reddy as ambassador for wool at India Fashion Forum 2017**

**Mumbai, 13<sup>th</sup> April 2017:** The Woolmark Company is proud to announce renowned actor Shравan Reddy as its latest ambassador for Australian wool in India, announced at India Fashion Forum 2017. After winning hearts for his varied portrayals on the small screen in *Dosti - Yaariyan - Manmarziyan and Krishnadasi*, Reddy will play a key role in representing the global authority on wool as it champions the fibre's place in the activewear market.

Reddy's strong fan and digital following in conjunction with his youth appeal led to his selection as the brand's Indian face. An exciting new digital campaign has already kicked off, with conversations trending using the hashtag *DareShравanTo*, with fans from across the world daring the actor to perform a series of fitness challenges, dressed top-to-toe in activewear made from Merino wool.

"It is an honour and I am overwhelmed to begin this journey with a trusted not-for-profit enterprise like The Woolmark Company," says Reddy. "The brand has always introduced path-breaking innovations and campaigns that have influenced youth who believe in socio-economic change. An advocate for sustainable fashion, the company is a befitting representation of the striving woolgrowers that form the very core of this iconic brand. Identifying with a brand has never been easier for me and therefore my association with The Woolmark Company has stemmed almost naturally."

The Woolmark Company and Reddy's mutual passion for the sportswear and athleisure markets form the perfect foundation to educate consumers on the versatility of Merino wool. A technical fibre, its unique natural benefits include breathability, temperature control, moisture management, elasticity and resistance to odour, making it perfect for the Indian market. The Woolmark Company's approach into cutting-edge activewear will bring to the forefront innovative and commercially available Merino wool fabrics.

"Shравan Reddy personifies the brand's appeal and we are confident that he will be relevant to our target market," explains The Woolmark Company Country Manager India, Arti Gudal. "His commitment to The Woolmark Company's values reinforce why he will be the right fit to take on this responsibility and carve out new avenues that will majorly be youth-centric. The company is currently working on new innovations as we continue to make our mark in the athleisure and sportswear market using Merino wool."

The evening also witnessed India Brand Show 2017 presented by The Woolmark Company highlighting the trend ahead catwalk from leading names in fashion. The event brought together brands like **Louis Philippe, Mexico Jeans, Celio, Tommy Hilfiger and Raymond** along with the designers like **Dhruv Vaish, Nachiket Barve and Bounipun**.

### **About The Woolmark Company:**

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel.

The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product. The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 55,000 woolgrowers that help fund the company.



### **About India Fashion Forum:**

Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. Every year, an exciting blend of Conference sessions, workshops and masterclasses, zoned exhibitions and industry awards mark the IFF confluence of the biggest trends and determinants of success in the business of fashion in India. The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs Roundtables, presentations, Knowledge Series sessions and workshops. Four themed exhibition platforms - TrendView, L Cube, Customer Experience Forum, India Brand Show -- showcase the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.

### **About Images Group:**

Recognized by the international retail community through its B2B Magazines, business conferences, exhibitions, research publications, and digital media, the IMAGES GROUP is India's largest retail intelligence organization that is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership. A strong portfolio of business publications has served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.

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