

PRESS RELEASE

Suedwolle Group introduces new direction in wool outerwear

Boldly designed down jackets with 100% recycled wool padding

Nuremberg, Germany, May 2025: As part of its Suedwebs Innovation Hub, Suedwolle Group presents a new collection of down jackets that redefines how natural fibres can be used in outerwear. This initiative in collaboration with Tintoria Finissaggio 2000 and Omar Bertona brings together advanced textile engineering and visual expression, resulting in garments that combine comfort, technical function, and a distinctive design language.

Made from woven wool and noble fibres like mohair, cashmere, and silk, the jackets combine a soft feel with visual depth. 3D pigment printing – rarely used on wool – adds sculptural texture. Inside, 100% recycled wool padding offers a fresh alternative to conventional fill, providing natural insulation, breathability and texture. A sophisticated, multi-stage process ensures clarity of print, durability of yarn and confidence in fibre sourcing.

The development of the collection was supported by close collaboration with Tintoria Finissaggio 2000, whose technical expertise in dyeing, printing, and finishing ensured high quality results. Creative direction was provided by Omar Bertona, who brought a design approach that balanced expressive visuals with real-world wearability.

This project demonstrates the great potential of wool to support both creative exploration and functional innovation. It opens up new possibilities for outerwear where material performance and expressive design evolve together.

For more information, please visit Suedwebs Innovation Hub: <https://bit.ly/4de0Vr0>

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About Suedwolle Group

Suedwolle Group is a global producer of worsted yarn in pure wool and wool blends for weaving, circular, flat knitting and technical applications. The company's collections Suedwolle, Biella Yarn, Yarn in Motion, Richter, Stoehr and Soey are focused on different segments of the global textile market. Located in the Nuremberg metropolitan area of Germany, Suedwolle Group employs more than 3000 people globally with production facilities in Germany, Italy, Poland, Romania, Bulgaria, China and Vietnam. Sustainable excellence in all its dimensions is a philosophy that drives the organization's operations, planning and investment actions.

www.suedwollegroup.com

About Tintoria Finissaggio 2000

Since 1973, Tintoria Finissaggio 2000 has been a trusted partner for Italian and international textile companies, offering complete solutions in dyeing, finishing, digital printing, and lamination from their headquarters in Biella. With a strong focus on sustainable innovation, technical excellence, and customised service, they deliver high-quality fabric enhancement tailored to diverse customer needs.

LinkedIn: <https://bit.ly/3EOor12>

About Omar Bertona

Fashion Designer & Art Director, since 1995 he has been involved in the research and development of men's / women's clothing collections and yarns for the luxury and sustainability sector.

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