

PRESS RELEASE

Suedwolle Group redefines traditional denim with Merino wool

A new take on an all time classic - designed for comfort and movement

Nuremberg, Germany, February 2026: As part of its ongoing commitment to textile innovation with its Suedwebs Innovation Hub, Suedwolle Group introduces a new generation of denim, reimagined with Merino wool. Developed in partnership with Berto Industria Tessile and The Woolmark Company, these fabrics combine the authentic indigo look of classic denim with the softness and breathability of Merino wool. The result is a fabric that moves fluidly with the wearer, offering a new feeling of comfort and versatility compared to traditional denim garments.

The goal of this project was to preserve the unmistakable character of denim while elevating it with Merino's natural advantages. The collection features three distinct fabric weights: lightweight for shirts and dresses, mid-weight for all-purpose garments, and heavyweight for trousers and jackets. Each is constructed using a classic 3/1 twill weave, with indigo-dyed cotton warp and a 100% Merino wool TEC weft. This structure maintains denim's signature texture and visual depth, while introducing a softer, smoother hand feel and enhanced breathability through Merino wool next to the skin.

The development process brought together technical expertise and creative vision. Aligning indigo cotton warp with Merino wool weft requires careful adjustment of yarn counts, loom settings, and finishing techniques. The easy-care treatment applied to the wool ensures that garments retain their shape and touch after machine washing and tumble drying, supporting modern lifestyles without compromising quality.

"Discovering how the authentic denim identity could be transformed into a luxurious, easy-care fabric by merging indigo cotton warp with Merino wool weft – creating a product that is both timeless and innovative," says Flavio Berto, CEO of Berto Industria Tessile.

Yarn selection was critical to achieving the desired balance of structure and softness. The Merino weft was chosen for its smooth hand, fluid drape, and compatibility with easy-care maintenance. Rigorous quality testing ensures durability and performance.

The result is a fabric that feels both familiar and new. It brings Merino's natural thermoregulation for comfort in every season, along with easy-care functionality that supports machine washing and tumble drying. Looking ahead, the development team sees potential for stretch versions and new finishes, expanding the possibilities for how denim can look, feel, and move.

For more information, please visit our [Suedwebs Innovation Hub](#).

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About Suedwolle Group

Suedwolle Group is a leading global producer of worsted yarns in pure wool and wool blends for flat and circular knitting, weaving, hosiery and various technical applications. Its brand Biella Yarn provides high-end fashion yarns for flat knitting, while its luxury brand GTI offers high-quality fibres for exclusive fashion items.

Headquartered in the Nuremberg metropolitan area in Germany, Suedwolle Group employs more than 3,000 people worldwide and operates production facilities in Germany, Italy, Poland, Romania, Bulgaria, China and Vietnam. The company's activities are driven by a consistent commitment to quality, innovation, and responsibility.

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