

## PRESS RELEASE

### Making wool feel weightless

#### **Zen-phyr inspires Suedwolle Group's Spring/Summer 2028 Solar Drift weaving collection**

*Nuremberg – September 2026* – With Zen-phyr, Suedwolle Group's latest Suedwebs Innovation Hub story, the company set out to challenge the traditional perception of wool as a fibre associated primarily with warmth and winter wear. Developed in collaboration with Chinese designer Feifei Teng, the loungewear capsule collection combines ultrafine Merino wool, advanced yarn engineering and a design-led approach to explore new possibilities for lightweight woolen garments.

The insights gained throughout the project directly inspired the development of Suedwolle Group's new Spring/Summer 2028 Solar Drift weaving collection.

#### **Merging Eastern aesthetics and contemporary loungewear.**

The ambition behind Zen-phyr was to translate the natural comfort of wool into garments designed for everyday wear. The name combines "zen", representing balance and calm, with "zephyr", a gentle breeze, reflecting the collection's focus on fluidity and ease of movement.

Inspired by Eastern design influences, the collection features relaxed silhouettes and a soft visual language. Developed as a capsule collection, Zen-phyr combines knitted and woven styles designed around the specific requirements of softness, breathability and wearer comfort.

#### **Laying the foundation for Spring/Summer 2028 weaving yarns.**

The development of Zen-phyr also provided the inspiration for the Spring/Summer 2028 Solar Drift weaving collection, which introduces three new yarn qualities to Suedwolle Group's portfolio. All three are based on Betaspun® technology, in which a polyamide filament, natural yarn or bio-based alternative is wrapped around a Merino wool core, combining the natural comfort of wool with the stability required for weaving.

*Sempione Betaspun®*, used in the woven styles of Zen-phyr, combines a Merino wool core with cotton. Alongside it, *Sansho Betaspun®* incorporates cupro for softness and fluidity, while *Pasha Betaspun®* uses polyamide to provide structure and stability.

Read the full Zen-phyr story and learn about the new weaving yarn qualities:

<https://bit.ly/4xhLB4O>

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**About Südwolle Group**

Südwolle 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, Südwolle 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.

**Further Information**

[www.suedwollgroup.com](http://www.suedwollgroup.com)