



I N T E R N A T I O N A L
WOOLMARK PRIZE

Dear designers,

The Woolmark Company invites you to apply for the 2021 International Woolmark Prize.

The International Woolmark Prize celebrates outstanding fashion talents from across the globe who showcase the beauty and versatility of Australian Merino wool. It is the world's most prestigious award for rising fashion stars, with past winners including Karl Lagerfeld, Yves Saint Laurent, Ralph Lauren and more recently, Edward Crutchley, Colovos, BODICE, Matthew Miller, Richard Malone and BODE.

We believe that your brand has what it takes to apply for the International Woolmark Prize. Applications open March 23 and close April 27 and can be submitted online at [woolmarkprize.com](https://www.woolmarkprize.com).

Criteria to apply for the International Woolmark Prize:

- Brands must have produced commercial ready-to-wear or couture apparel for a minimum of 2 years and a maximum of 8 years.
- Brands must be able to demonstrate consistent experience in working with apparel supply chains and show yearly growth in sales.
- Brands should demonstrate an innovative use of fabrics, textiles and design approach.

Please let your local Woolmark representative Lillian Chiang, lillian.chiang@wool.com, know if you have any questions.

Best Regards,

The Woolmark Company Team