

China Embraces the Luxury and Fineness of Woolmark Gold in a Collaboration with Johnstons of Elgin

/EINPresswire.com/ [Woolmark Gold](#), the highest accreditation from [The Woolmark Company](#), represents the finest yarns and fabrics made from extra fine Australian Merino Wool. The latest Woolmark Gold China marketing campaign featured a limited edition Woolmark Gold scarf from Johnstons of Elgin.

The Woolmark Gold China marketing campaign incorporated traditional, digital media placements and consumer engagement that included print advertising, social media campaigns, online advertising and a Woolmark Gold display pop-up store in one of the busiest high-end shopping malls in Shanghai. The campaign ran from early December through to the end of March and was designed as an education communication strategy to introduce Chinese consumers to the natural benefits, unique qualities and versatility of extra fine Australian Merino Wool.



The print campaign was brought alive by a dedicated web site 'woolmarkgold.com' offering a range of consumer films dedicated to the key messages and aesthetics of Woolmark Gold products and the association with luxury, high-end consumer products. As well as information and film footage of the heritage and craftsmanship that is a pre-requisite of Woolmark Gold garments. In doing so, the films take the Chinese consumer on a journey to the UK and European weaving mills highlighting the transformation from fibre to fabric, including footage from the Johnstons of Elgin mill in Scotland.

To date, through media and woolmarkgold.com, the campaign has reached over 90 million high end apparel consumers across China. The campaign will be extended this year to include partnerships with leading high end apparel brands and bespoke tailors across China.

"Woolmark Gold has been very well received by high end luxury Chinese consumers. The collaboration with Johnstons of Elgin was an ideal combination of the finest ingredients and heritage, using the highest quality [extra fine Merino wool](#) from Australia with a woolgrowing

heritage of over 200 years and a company established in 1797 who were granted The Royal Warrant of Appointment to The Prince of Wales in January this year. Woolmark Gold is designed to offer the finest of Australian Merino wool to Chinese consumers in a range of premium luxury products."

Robert Langtry, Chief Strategy and Marketing Officer, the Woolmark Company.

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