

Jinfa Labi China Babywear Confirm their Partnership with the Woolmark Company at CHIC 2014

Jinfa Labi babywear to develop an exclusive range of Australian Merino wool babywear for the Chinese market in partnership with the Woolmark company

BEIJING, CHINA, March 27, 2014 /EINPresswire.com/ -- Labi, a leading Chinese babywear brand with over 800 retail stores across China has decided to introduce a premium range of [Australian Merino wool](#) babywear to the China market. The announcement was made today after meetings between the General Manager of Labi, Ms Lin Ruowen and Mr Rob Langtry, Chief Strategy and Marketing Officer of [The Woolmark Company](#).

Under this partnership, Labi will develop a range of Australian Merino wool babywear targeting the premium segment of the Chinese babywear market. The Woolmark Company will support Labi with advice on production, new product development and the development of a marketing strategy for this new range which will be launched by mid-2014.

"Labi is a very successful company in China and we are very happy to welcome them to The Woolmark company and as a new Woolmark partner in China," Mr Langtry said.

In addition to confirming the partnership with Labi at [CHIC](#), The Woolmark Company is also exhibiting how it ran a very successful joint promotion for Australian Merino wool with Youngor, one of the country's largest fashion retailers. This promotion included an online education program developed for retail staff in order to allow them to educate Chinese consumers about the natural, renewable and biodegradable benefits of Australian Merino wool. The Woolmark Company is planning to further engage with other leading Chinese garment brands present at CHIC and expand on the type of co-operation achieved with Youngor.

The Woolmark Company will also present its latest edition of The Wool Lab, dedicated to the upcoming spring/summer 2015 season. A seasonal guide to the most inspiring wool trends and best products, The Wool Lab is created to inspire and inform fashion professionals regarding the



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infinite potential of Merino wool. The tool is the result of extensive research undertaken by The Woolmark Company through its global network to select the best wool products worldwide and identify the emerging trends emerging from fashion, design, art, pop culture, music and other fields. Seven inspirational themes are presented in The Wool Lab SS15.

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<http://bit.ly/1dydt9>

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