



Press Release

NOBLE FLEECE

Scabal's new Noble Fleece Special edition cloth collection is the world's first attempt at creating an ecologically and ethically sustainable superfine suiting.

Scabal has worked hand-in-hand with traditional Australian woolgrowers through the Scabal Noble Wool Club initiative, to ensure that the Super 200's wool fibres have been responsibly produced to the highest quality.

Executive Chairman Gregor Thissen first conceived the idea for the Scabal Noble Wool Club in 2013, when visiting a traditional Australian merino farm and seeing how hard life was becoming for family-owned wool producers.

As a second-generation cloth merchant who worked alongside his father Johannes Peter for many years, Mr Thissen decided that Scabal should once again lead the industry in defining superfine cloth.

Scabal was the first company to break the Super 100's barrier, and introduced the Yorkshire Super system to the world in order to explain the significance of this achievement. It was also the first cloth producer to debut Super 150's, 180's and 200's collections.

In order to push the perception of the perfect Super beyond a number only, the Scabal Noble Wool Club takes a more holistic approach to the sheep's environment and final fibre.

Firstly the farms must be family-owned and raising puree-bred Saxon merino sheep on granite soil. This sheep is what founded the Australian wool industry, and has declined in numbers due to its smaller fleece, despite the higher quality of its fibres.

Secondly there are discerning criteria covering the quality of the fibre's strength and crimp. Both of these attributes govern how well the fibres respond to being spun, and impact the final cloth tremendously.

By ensuring these are of the highest possible calibre, we can create a cloth that is durable enough for a suiting, while retaining an exquisite handle and aesthetic.

Noble Fleece is available now in 25 distinguished designs, at Scabal stores, and authorised stockists worldwide.