



**IVANHOE**  
OF SWEDEN

*Knitted in*  
GÄLLSTAD

*Since*  
1946



RESPONSIBILITY & SUSTAINABILITY



## SUSTAINABLE FASHION

Sustainability and sustainable fashion have built our collections long before it was a well used concept within the textile industry, partly because wool has always played a central role, but also because we produce in Sweden and Europe.

## KNITTED IN GÄLLSTAD SINCE 1946

We are one of very few textile manufacturers in Sweden. We have our own production facility in Gällstad where approximately 90% of all knitting takes place. We also have our design- and sample department, embroidery service and a small sewing department here.

Additional production takes place in partner factories in Europe, primarily in Estonia, Lithuania and Poland. Our own production and the manufacturing partners in Europe imply a high degree of flexibility, where we can produce by order without speculating and risking overstock.

Having production in Sweden and Europe also means shorter distances with shorter shipments and transports, and instantly a lower environmental impact.

## SYSTAINABILITY ALL THE WAY

As explained above sustainable fashion is not just about choosing the right fiber & materials, it is also about the choice of producer, how they act, their choices, where they are located, how far the garments need to be shipped etc.

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## WHY WOOL?

Wool is one of the trendiest and most eco-friendly textiles on the market. Wool is a renewable and natural material, which makes it one of our most sustainable material resources in the world.

Wool is not only environmental friendly, it is also nature's very own high functional material, and there is no man made fibre that comes even close when talking about functionality.

We work almost completely with wool, but we also incorporate new blends and modern knitting techniques. This results in well made, classic and hardwearing clothes, clothes that will give you many long years of enjoyable use, which is another important factor when talking about sustainable fashion - the longevity of the garment.

It can take more than 29,000 litres of water to produce 1kg of cotton, equivalent to a single t-shirt and pair of jeans. 1,5-7kg chemicals are used in the process of manufacturing 1 kg of cotton fabric. (Miljemarkningar.se, 8 mars 2013)

Compare this to WOOL, where it only takes 44 litres of water to produce 1 kg (Schoeller GmbH, 13 april 2017)

## BUY LESS CHOOSE WELL

(VIVIENNE WESTWOOD)

Consider quality rather than quantity. It's not about spending more money, but spending them on fewer more long-lasting items.

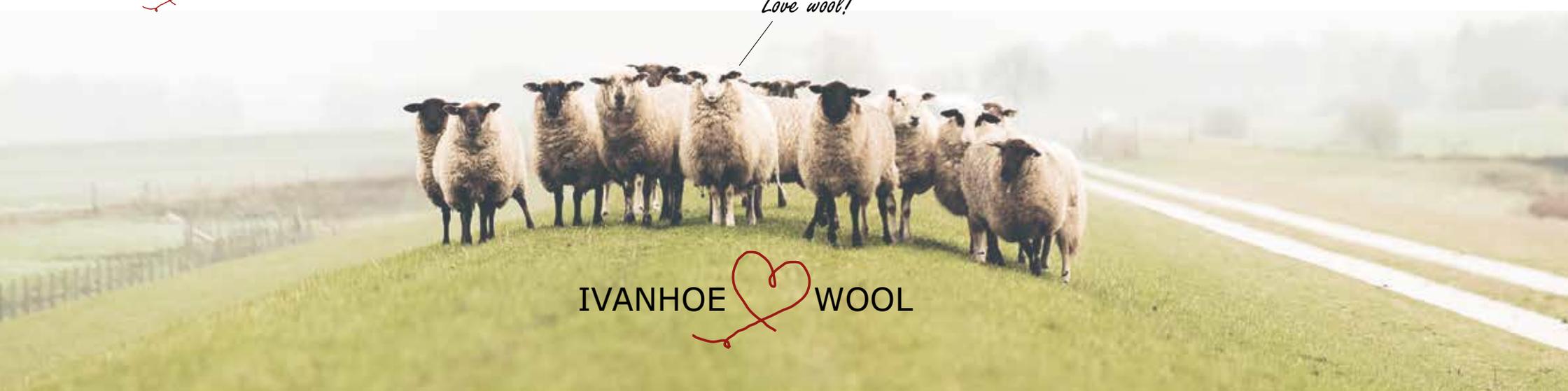
IVANHOE  WOOL

## CHOOSE WOOL!

- ❤️ WOOL keeps you warm even if it's wet
- ❤️ WOOL improves indoor air quality
- ❤️ WOOL is a living material that adjusts to you body temperature
- ❤️ WOOL is naturally odour resistant
- ❤️ WOOL is biodegradable
- ❤️ WOOL is a renewable resource
- ❤️ WOOL is made for recycling
- ❤️ WOOL is naturally fire resistant & fire retardant
- ❤️ WOOL is 100% natural

*Love wool!*

IVANHOE  WOOL





The increasing demand of taking your responsibility and both producing and consuming with future generations in mind, is the main reason why we now present our Ivanhoe Home Collection.

The home collection is lovingly based on offcuts and surplus material from our production; yarn, buttons and knitted materials are reworked and refined to be given a new life and new perspective. Colours and paterna are determined by availability resulting in unique, eco-friendly and beautiful home interior details warming both body and sould.

The home collection is an important part of our work towards a more responsible and sustainable manufacturing process. It is all about maximising use and minimizing waste - reclaim and reuse.

## IVANHOE HOME COLLECTION



## MATERIAL GUIDE

**BOILED WOOL** - We use SPORT LODEN WOOL in our boiled wool garments. A Blue Sign certified yarn supplied by Schoeller the spinning group. The loden yarn is as mentioned Blue Sign certified, but also 100% mulesing free. The wool comes from South America, Argentina, Uruguay.



**LAMBSWOOL** - our lambswool yarn is spun and dyed in Italy by Lanerossi, a company that is certified according to Öko-Tex standard 100. The wool comes from Argentina and is 100% mulesing free.



**MERINO WOOL** - We use both fine- and extra fine merino wool, this wool is particularly soft and can easily be worn direct to skin. We buy our yarn from Italy and the wool comes from Australia, New Zealand, South Africa, Argentina and Uruguay. The wool in our garments can be a mixture of wool from these mentioned countries and is therefore not guaranteed to be mulesing free.

We continuously work with improving our sustainability focus by developing our manufacturing processes and choices of raw material. In our fall/winter collection we therefore present a "Supergreen"-series with high quality garments made of certified organic wool. (GOTS)



**UNDERWOOL** - 100% MULESING FREE! All merino wool used in our layer one programme is mulesing free.

### NOTHING BUT WOOL...

We add a softener when washing our wool materials, this is the only substance added. The softener fulfills a lot of environmental standards and is Blue sign approved.



**TENCEL®** - branded lyocell fibres from the house of Lenzing. They are of botanic origin, since they are extracted from the raw material wood. Fibre production itself is extremely ecofriendly, due to the closed loop system. Textiles of TENCEL® fibres are more absorbent than cotton, softer than silk and cooler than linen.



**WINDBREAKER** - all our windbreaker garments have lining supplied by the Swedish company FOV in Borås. The lining qualities used in our collection are developed for activewear and are Blue Sign certified.

As a part of our striving towards an even "greener" and more sustainable collection we have for FW 20/21 introduced a high functional lining made of recycled PET-bottles.