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Page 1 of 1



SHEAR ADMIRATION: Model Stephanie Field's wool fashion style wins over Anlaby Station owners Peter Hayward and Andrew Morphett.

ROXANNE WILSON LIFESTYLE REPORTER

A MERINO stud in South Australia, boasting a 178-year-old story that's entwined in woolgrowing history, makes for a cracking farming yarn.

So it's no surprise that Anlaby Station – the home to one of the country's oldest bloodlines of merino ewes – was chosen as the location to launch a new national fashion campaign celebrating Australian wool.

The pastoral property established in 1839 at Hamilton, 15km north of Kapunda, hosted a fashion shoot for Westfield's 2017 winter campaign.

The collaboration with The Woolmark Company features woolgrowing families, including international model Stephanie Field, whose family runs a stud in NSW. It launches this weekend to coincide with Wool Week Australia.

The campaign "celebrates some of the great farming traditions", said Anlaby co-owner Andrew Morphett.

"It highlights the hard work of growers that have come before us and will come again," he said.

"Wool really is the eco-fibre of the world. It is natural, it is renewable, they (sheep) grow it every year."

Woolmark managing director Stuart McCullough said the "natural nature" of Australian wool, worth \$3 billion a year in exports, was increasing its popularity with young consumers. "They want to know what the story is behind those garments."

Westfield Marion will host a Wool Week event on Thursday.

Picture: TOM HUNTLEY