



February (Summer) 2013, 1 page

NEW ZEALAND CERVELT™

It was in London last December that a New Zealand company, Douglas Creek, creator of Cervelt™, began marketing their new ultra high quality fibre from red deer.

Douglas Creek is based in Tauranga in the north island of New Zealand on the Bay of Plenty coast. They have joined with another New Zealand company, Cashmere Processors, a textile processing company, which has 20 years of experience in processing cashmere and other exotic fibres.

The company set about developing a process to collect and separate the superfine down from the coarse outer hair of the deer. The journey began in 1999 when the initial trials were undertaken and culminated in the first successful processing in 2004.

Cervelt™ is the first commercial natural down fibre to be presented to the market in over 200 years. It has fibre diameter, which averages 13 microns. This is consistent over the entire length as it has a very low coefficient of variation. This means that all Cervelt™ fibre is consistently superfine. It has an average length of 25 mm with a wavy curl producing a yarn, which is strong and resilient. Lighter and softer than cashmere, just 25 grams of fibre is collected from each animal.

The fibre retains its warmth even when the fabric or knitwear is very fine. It allows the body to breathe by moving moisture away to the outer layer of the garment.

Given the characteristics of the fibre, the fabrics obtained from Cervelt™ are lighter and softer than cashmere and it has a very clean appearance. The fabric is suitable for men's and women's jacketing and over-coating and women's haute couture.

Marketed as the most exclusive natural textile fibre in the world, for the lady or gentleman that has everything, a limited edition range of Cervelt socks is being sold in London. The asking price for a pair of socks is GBP895 or about A\$1350.

Ref: www.cervelt.com