

For Immediate Release....

Berkeley Apparel and Woolmark in partnership once again

Berkeley Apparel, Australia's largest producer of men's suiting are the latest brand to proudly promote the Woolmark logo and highlight the benefits of Merino Wool.

Berkeley holds the licence for a number of international menswear labels including Marc Coleman, Kenneth Blake, New England and Milano Workshop. Locally designed brand Studio Italia will feature the Woolmark logo on its tested and accredited garments which will soon appear in David Jones stores nationally and through country and regional stores and metro specialty stores.

Robert Morris, Marketing Director of Berkeley Apparel explained, "We are very pleased to see the return of the Woolmark logo on our product after eleven years. Woolmark holds a very important position in the international apparel industry, particularly in the area of men's suiting. We have a long tradition of working with Woolmark and plan to continue this relationship well into the future."

Studio Italia provides everyday luxury to modern suit wearers whom appreciate, style, quality wool, great fit and value. Studio Italia's latest offerings highlight the revival of the slim cut suit. The modern consumer requires versatility from his investment and the cross over from a casual to a more corporate look is considered in the design of each Studio Italia suit.

The advertising campaign commences April 2011 and runs through until May 2012. The joint advertising campaign will feature Woolmark's key marketing message about merino wool - the world's most versatile natural fibre.

For more information and imagery contact: