

The New Rules of Wool

How to Win in the 2026 Fashion Ecosystem



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The market has shifted.



Agenda

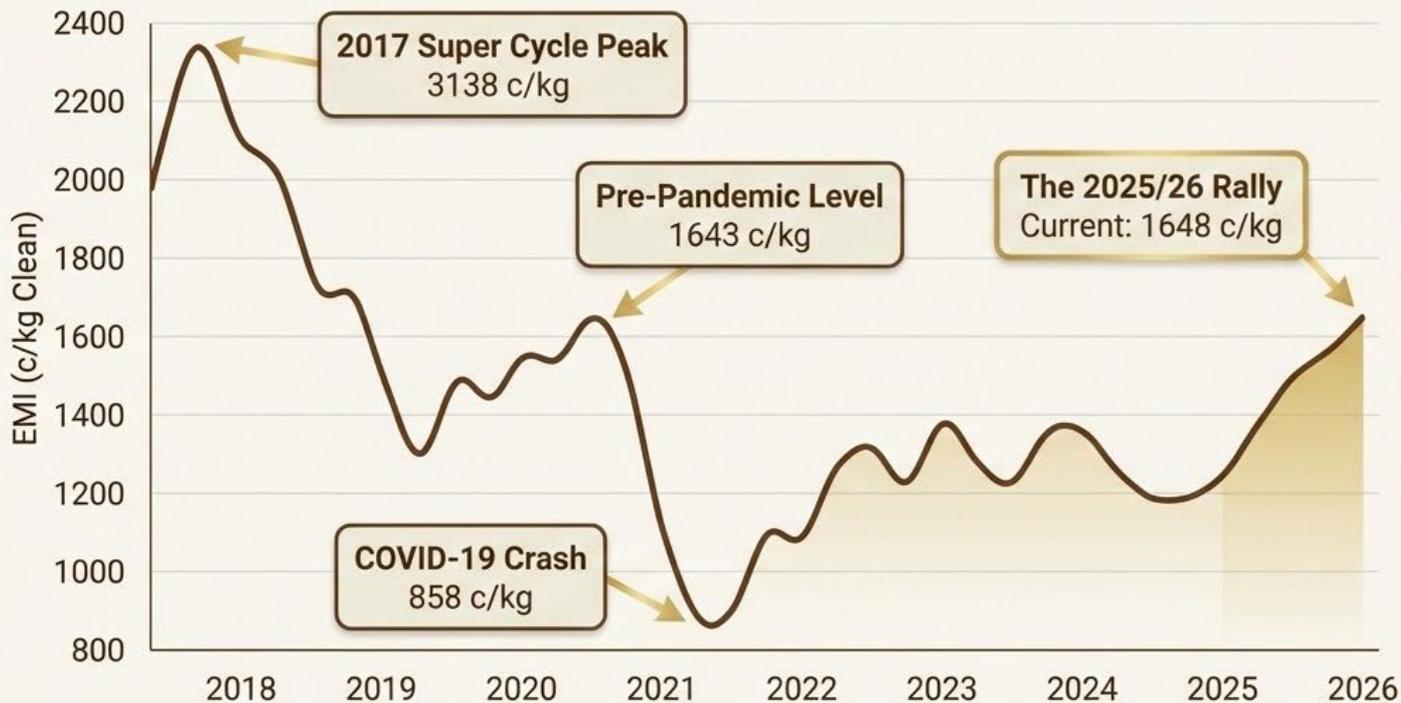
- **The Market & Where We Fit**
- **Market Opportunities to Watch**
- **Luxury's Trust Crisis (And How We Solve It)**
- **Thank You/Q&A**



The Global Fashion Market and Where We Fit

The Market Reality

The Wool Market "Reset": EMI Price History (2018 - 2026)



Market Context

After 3 years of stagnation, prices have surged +38% YoY, returning to pre-COVID highs.

You Are the Foundation of the Fashion Business.



Tier 1: Brands

Companies Selling Fashion to Consumers



Tier 2: Garment Makers

Cut & Sew, Knitters



Tier 3: Textile Mills

Processors, Spinners, and Weavers



Tier 4: Raw Materials Suppliers

← You are here!

The “Black Box” Era is Over.



1990s-2000s Strategy:

- Massive scale
- Cheap labor
- Black box sourcing



2026 Strategy:

- Agility
- Transparency
- Scarcity



Market Opportunities to Watch

The American Wool Sweet Spot.

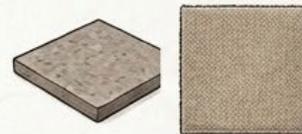
Delicate Luxury



Performance Luxury



Industrial Felt



Category Spotlight: Heritage Suiting



The Wellness Opportunity



The image features a title card with a glowing yellow border. The background is a close-up of a light-colored, textured material, possibly fur or a high-quality fabric, with a wavy, undulating pattern. The text is centered within the glowing border.

**Luxury's Trust Crisis
(And How We Solve It)**

Brands Are Moving Upmarket

51%

Percentage of global consumers who say quality is key to high-end perception

31%

Percentage of global consumers willing to splurge on quality and craftsmanship



Trust is the Price of Admission

“Rebuilding value perception
is strategically imperative.”

The State of Fashion, 2026

BOF

They Want In.



CHANEL



RENATO
CORTI

VIMAR1991



M
Rino Mastrotto

Biagioli Modesto



Thank You!
Any Questions?

Let's Build The Future Together

EST.



1981

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