

Discover the Wonders of Wool

Experience the beauty of wool, a remarkable natural fibre that offers numerous benefits for both you and the planet.

Pure and Natural: Wool is an authentic protein fibre that grows naturally on sheep, similar to human hair. It is 100% natural and made of keratin, providing a luxurious and sustainable choice for your everyday needs.

Renewable and Sustainable: With just a simple combination of water, air, sunshine, and grass, sheep produce a fresh fleece every year. This renewable resource ensures a continuous and eco-friendly supply of wool, reducing our dependence on non-renewable materials.

Lasting Quality: Wool textiles are built to withstand the test of time. Compared to other fibres, well-cared-for wool garments can be used repeatedly, reducing the need for new clothing and minimizing our impact on the environment.

Recyclable and Circular: Thanks to its high-quality and durable fibres, wool lends itself perfectly to reuse and recycling. Through upcycling, wool can be transformed into woollen-spun knitwear, insulation, and geotextiles, fostering a circular economy and reducing waste destined for landfills.

Biodegradable Wonder: In the right conditions, wool naturally decomposes within months to a couple of years, returning valuable nutrients to the soil. Embrace the beauty of nature as wool gracefully transitions from a functional garment to nourishment for our planet.

Reduced Laundry Impact: Wool's remarkable properties make it resistant to odors and stains, allowing garments to stay fresh and clean for longer periods. This means fewer washes, reducing water and energy consumption. When it's time for a refresh, wool can be washed on shorter, lower-temperature cycles, further minimizing environmental impacts.

Empowering Communities: Sheep play a vital role in supporting families and communities worldwide.

Supporting Biodiversity: Choosing wool promotes biodiversity and environmental conservation. By extending the lifespan of wool textiles, we decrease the demand for new resources and minimize waste generation. Let's preserve our planet's rich diversity for future generations.

Microplastic-Free: Unlike synthetic fibres, wool doesn't contribute to the global microplastic and microfiber challenge. Wool's natural biodegradability ensures it breaks down harmlessly in land and water, leaving no trace of microplastic pollution behind.

Join us in celebrating the wonders of wool, an elegant and sustainable choice that embraces nature's gifts while safeguarding our planet for generations to come.

Wool & Sheep History

Embark on a Journey through South Africa's Rich Wool Heritage

In the heart of South Africa lies a fascinating history woven with threads of wool. From the earliest days of colonization to the present, wool has played a significant role in shaping the nation's economy and cultural identity.

South Africa's wool story began in the 17th century when European settlers introduced Merino sheep to the fertile landscapes of the Cape. These fine-wooled sheep thrived in the region's diverse climates, providing a foundation for the country's burgeoning wool industry.

During the 19th century, South African wool gained international recognition for its exceptional quality. The Merino breed flourished, and the country became renowned for producing some of the world's finest and softest wool. This reputation propelled South Africa into the global wool market, where its fibres found their way into luxurious garments and textiles worldwide.

Over time, the wool industry evolved into a pillar of South Africa's economy, fostering prosperity and growth for rural communities. Sheep farming became an integral part of the country's agricultural landscape, sustaining generations of families and contributing to the vibrant tapestry of South African heritage.

Today, South Africa continues to be a leading producer and exporter of premium-quality wool. The industry embraces sustainable practices, ensuring the welfare of both sheep and the environment. From the vast plains of the Karoo to the lush landscapes of the Eastern Cape, dedicated farmers work tirelessly to uphold the country's proud wool traditions while embracing innovation and technological advancements.

As you explore our collection of South African wool products, you are not only embracing the natural beauty and unparalleled comfort that wool provides but also supporting a legacy deeply rooted in South

African history. Each garment tells a story of resilience, craftsmanship, and the enduring spirit of a nation.

Merino Sheep

“The true origin of the Merino remains a mystery, hidden forever in the shadows of time, but the evidence of their importance and value shines brightly across the centuries. The wool of the Merino has both shaken and shored national economies. It has lured adventurers and inspired the growth of far flung colonies.” (Heritage Merino – A history of greatness by Malcolm McCosker)

South Africa was the first country outside of Europe to own Merinos. This history dates back as far as 1789, when the Netherlands government donated two Spanish Merino rams and four Spanish Merino ewes to Col. Jacob Gordon, the then military commander of the Cape, to experiment with.

The Merinos were at first the property of the Spanish king, who had the sole right to send Merinos out of the country. He sent a number of sheep from his well-known Escoriale Merino flock as a gift to the House of Orange. The sheep could not adapt to the high rainfall in Holland and thus became the property of Col. Gordon. He immediately saw the possibilities of the race and decided to keep the race pure on the Company's farm, Groenkloof, 55km from Cape Town. During 1791, the colonel received an official request from Holland to return the Merinos because they evidently should never have been sent to the Cape. Fortunately for the future of the South African Merino, he only returned the original number and kept the offspring here, which are regarded as the bases of the Merino in South Africa.

SA Mutton Merino

The first Mutton Merinos were imported from Germany to South Africa in 1932 by the Department of Agriculture. Through the years, the build and the breed were improved by selecting better wool, without doing injustice to the good mutton characteristics.

Today, the SA Mutton Merino is the third largest sheep breed in South Africa, produced in all nine provinces. Adequate proof of its excellent cross-breeding potential is that it is the paternal breed of three South African breeds: the Dohne Merino (SAMM crossed with Merino), the Dormer (SAMM crossed with Dorset Horn) and the Afrino (SAMM crossed with Afrikaner/Merino). The breed is

especially known for its outstanding tender, juicy and tasty mutton quality. The breeding was aimed mainly at good maternal characteristics with an excellent reproduction rate and the ability to rear twins.

Dohne Merino

In 1939, it was decided to initiate experiments at the Dohne Agricultural Research Station, aimed at the development of a woolled mutton sheep which would be well adapted to prevailing climate and nutritional conditions. High fertility and sufficient milk to allow for fast growth of lambs were considered prerequisites for such a breed. In addition, a substantial quantity of wool without hair, coloured fibres or kemp and a quality which would not detract from the South African fine wool clip, were required. Regular lambing in both autumn and spring was favoured. German Merino rams were obtained from the Stellenbosch-Elsenburg College of Agriculture from 1939 onwards and crossed with Merino ewes. The development programmes were always closely associated with the Dohne Agricultural Research Station; hence the origin of the breed name.