# Media Release

THE WOOLMARK COMPANY

**NEEMAN'S AND THE WOOLMARK COMPANY LAUNCH INDIA'S FIRST MEN'S SHOES MADE WITH NATURAL MERINO WOOL**

New Delhi, 22nd October 2018: Footwear brand Neeman's has partnered with The Woolmark Company - the global authority on wool - to launch a range of shoes made from 100% Merino wool. Neeman's is India's first footwear brand to use the natural, renewable and biodegradable fibre in its shoes. The eco-conscious company which is leading a culture of sustainability and comfort in the footwear space in India, will showcase its timelessly attractive range of men's shoes in unique experiential zones on 25th October.

The shoes - conceptualised in America and designed in London - are made from the finest Merino wool from Australia, with the insoles made from plant-based castor bean oil and recycled rubber, which promises to offer the best comfort through all seasons in India. The collection will be unveiled at a live un-boxing event in Delhi to reveal sock-free, odour resistant, flexible and lightweight shoes that inherit all the eco-credentials of Merino wool.

Celebrating the unique organic inclusion in Indian lifestyle through their exclusive men's shoes, , Neeman's Founder Mr Taran Chhabra said it was his own personal struggle to find a shoe that could truly provide all-day comfort. "This lead me to look beyond synthetic fibres and my search ended with the naturally versatile Merino wool fibre," he said. "Neeman's has created a path-breaking collection of shoes by using Merino wool from Australia, which is superfine and lightweight, moisture-wicking and breathable, naturally odour resistant and keeps skin cool and dry even in extreme temperatures.

"We are focused on bringing truly comfortable footwear that looks good, feels good and is good for the planet. Today, when the whole world is talking of organic and natural resources, we decided to take undervalued 'comfort' for wearers to the heart of the shoe industry and follow nature's path of environmental sustainability using natural fibres along with recycled and renewable materials."

"Traditionally, wool has been sought as a product for winter because it's bulky, heavy on the skin. Neeman's is breaking this myth by using Australian Merino wool, which is superfine, eco-friendly and lightweight," said Mr. Amar Preet, Co-Founder/Director (Operations), Neeman's.

Ajay Pradhan, Marketing Manager, The Woolmark Company, India says, "The Woolmark Company is looking at innovative ways to showcase the versatility of the Merino wool fibre and this collaboration with Neeman's allows us to do exactly that. Merino wool is the world's most revolutionary natural fibre, that's trans-seasonal, breathable and has a variety of eco-credentials, making it the perfect addition to your wardrobe be it in the form of luxury apparel or innovative. We cannot wait for consumers try them and experience the natural benefits and versatility of Merino wool."

Neeman's shoe collection comprises joggers (multi-functional lightweight running shoe), classic sneakers with a modern twist, and simple yet elegant loafers, in subtle colours fit for all occasions. Neeman's shoes are suitable to wear throughout the year with the ability to withstand every weather condition. Each shoe has a 100% Merino wool upper, are of high-quality and available at www.neemans.com.

**About Neeman's:**
Neeman's is India's first shoe brand to use a natural, renewable and sustainable fibre in its shoes - Merino wßool. Conceptualized in America, Neeman's shoes are leading a culture of sustainability and comfort in the footwear space in India. The shoes have received accolades for using the finest Merino Wool, which is breathable, odourless and sock-free. Working in collaboration with the world's leading manufacturing units and suppliers, Neeman's brings a perfectly crafted, natural fibre shoe to Indian men. Neeman's aspires to build a culture of sustainability and innovation in India by choosing better natural fibres.
https://neemans.com/
https://www.woolmark.com/

**About The Woolmark Company:**

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel.

The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the company.

**Join the conversation:**
#woolmark
**Facebook**: @thewoolmarkcompany
**Twitter**: @woolmark
**Instagram**: @thewoolmarkcompany

Media Centre: https://newsroom.woolmark.com/