



**Launch // Farming Fashion: Wool**





# South East England Fibreshed

- The South East England Fibreshed (SEF) was launched in Winter 2019 by co-founders Deborah Barker, Harriet Miller and Gala Bailey Barker.
- The work of SEF is supported by various freelance farmers and designers, including regular collaborators.
- SEF covers **Berkshire, Buckinghamshire, Oxfordshire, Surrey, East and West Sussex, Hampshire, Kent, Medway and London.**
- This fibreshed region is lacking in fibre processing tools, facilities and skill sets to enable it to be a truly regional textile system. This 'missing middle' is a problem for many affiliated fibresheds, but is especially lacking in this region.





# South West England Fibreshed

- Founded by Emma Hague, South West England Fibreshed (SWEF) is a growing community of fibre and dye growers, processors, makers and manufacturers across the South West.
- SWEF's resources include a detailed producer map of all members across **Cornwall, Devon, Dorset, Somerset, Bristol, Gloucestershire and Wiltshire.**
- Projects completed since launching include the 'Farm to Yarn Case Studies', 'Homegrown Fibre and Fashion Feasibility Study' and the inspiring 'Reconnecting Farming with Fashion' short film.





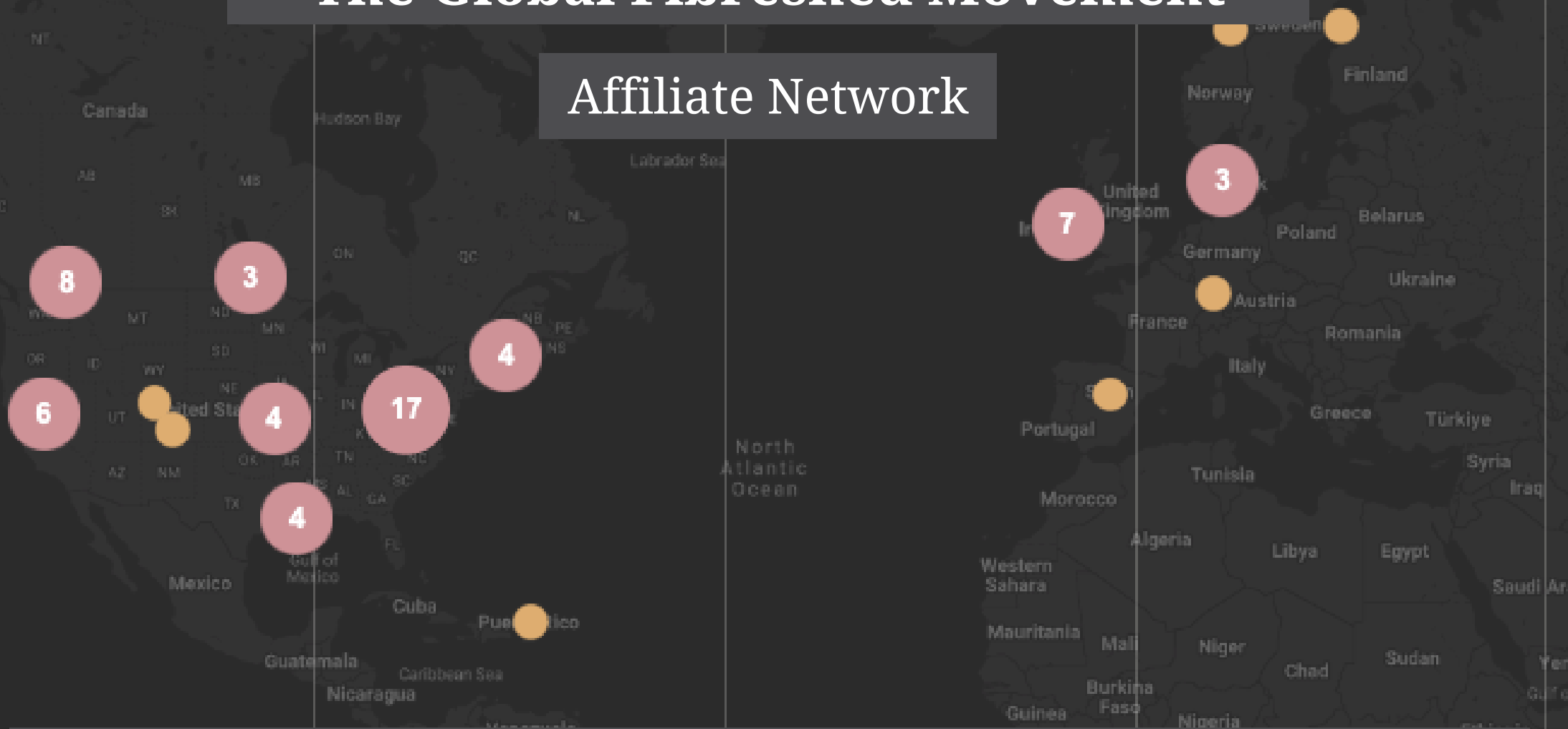
# The Global Fibreshed Movement

**A 'fibreshed': a geographic region that produces garments and textiles using local labour, local dyes and local fibres.**

Based on the idea of a watershed or foodshed, it is a regional network of farmers, processors, designers, makers and consumers.



# Affiliate Network



She began (re)developing a regional fibre and clothing system - inspiring a global movement of now over 60 fibreshed Affiliates.



The background image is the cover of a book titled 'Farming Fashion: Wool'. It features a close-up photograph of a person's hands using a pair of shears to shear a sheep's thick, white wool. The person's arms are visible, and the sheep's head is partially seen at the top. The title 'FARMING FASHION' is printed in large, white, sans-serif capital letters across the bottom, with the word 'Wool' in a smaller font below it. The overall color palette is dominated by the white of the wool and the skin tones of the person shearing.

# Introduction // Farming Fashion: Wool

- The guide is split into three sections after an introduction to the fibreshed model and the relationship between the farming and fashion calendars.
- It explores the journey through **farming**, **processing** and **designing** with regeneratively farmed British wool, and how we can work together to rebuild regional supply networks.
- The guide resources the reader through offering the right questions to ask in beginning and growing these working relationships.



A photograph of a sheep in a field with trees in the background. The sheep is white and is standing in a field of tall, dry grass. In the background, there are trees with green and yellow leaves, suggesting an autumn setting. The image is partially obscured by a dark grey banner at the top and a dark grey box on the right side.

# Introduction // Farming Fashion: Wool

## Part 1. FARMING

- SEF x SWEF worked with a consultation group of farmers, growers, tutors, students and designers to inform the format of the resource.
- **The guide was produced with contributions from a variety of fibreshed members and industry stakeholders.**
- The content combines introductions to farming fashion agroecologically, case studies, interviews, briefing sheets and resource lists.





## Farming Fashion: Wool Panel Discussion