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MEDIA RELEASE

AWGA welcomes Emily Riggs as Director

Emily Riggs, award winning Australian fashion designer and wool grower, has joined the Australian Wool Growers' Association as Director.

"We are thrilled that Emily has joined the AWGA board" says Angela Byron of AWGA. "She is a true champion of our industry and has transformed her evident love of wool into a successful Australian designed and owned fashion brand".

"AWGA recognises that the growing movement towards sustainable fashion is here to stay and believes that the industry must embrace this tremendous opportunity. The recent global reaction to Greta Thunberg's criticism of fast fashion is evidence that consumers are increasingly interested in the environmental impact of the fibres they wear" says Angela. "We must celebrate wool's sustainability and highlight the fact that its production is a truly circular economy".

Emily and Tom Riggs run a merino enterprise in Burra, South Australia. Emily is proud that her son Samuel, and daughter Lucy, represent the sixth generation to grow wool on their property, and believes the future of wool is looking bright.

Emily says "I am proud of the high-quality merino fibres we are producing in Australia and believe there's such an opportunity to take merino wool to the world stage. Now, more than ever, people are looking for sustainable and low-impact fashion, and wool is a perfect choice".

"After marrying a merino sheep farmer and exposed to the merino wool fibre on a daily basis, I realised that I could combine wool and my love of high-end sustainable fashion. Three years later, my 100% certified Australian Merino Wool fashion label, Iris and Wool, is worn by women all over the world."

Emily hopes to bring her passion for the industry and unique point of view as a female grower and entrepreneur. "Throughout my journey from farming to fashion production, I've been able to connect with female farmers, shearers and producers who are equally as passionate about their work and want to encourage more women to enter the industry".

"I am genuinely excited about the opportunity to represent them, and all of our hard-working wool producers, to secure a strong and united future for the wool industry".

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