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Harris Tweed partners with FibreTrace

First for British wool in tracing garments back to the farm.



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17th September 2021

Innovation in Textiles | Outer Hebrides, Scotland

Harris Tweed Hebrides, in collaboration with British Wool, has introduced FibreTrace traceability technology to connect Scottish wool growers to the end consumer, embracing full supply chain transparency.

The initiative demonstrates the proactivity of the UK luxury community to put local wool suppliers at the forefront of sustainability and have their efforts at farm be globally recognised by brands and consumers alike.

The partnership marks a global first for FibreTrace to launch fully traceable wool into the global market, sharing the entire lifecycle of sustainable UK wool products with consumers for the very first time.

The specially designed handwoven Harris Tweed will be supplied directly to the





© Harris Tweed

The relative scale of the wool industry has historically made it a challenging task to trace UK-sourced wool back to its origin and recognise the individual efforts and positive impact made at farm. To combat this, the technology is embedded at the scouring stage to ensure the traceability journey begins as close to the raw materials stage as possible.

The product is scanned at each step of the supply chain - from spinning, to weaving, to garment construction and beyond, with every audit recorded on the blockchain to provide access to secure and irrefutable data.

This data then builds a unique passport telling the story of the item from farm to shelf and sharing this irrefutable storytelling with the end-consumer.

“Our partnership with FibreTrace is an opportunity for Harris Tweed Hebrides to truly champion British wool and support local suppliers who are committed to best practice and reducing wool’s local environmental footprint,” said Margaret Ann

