

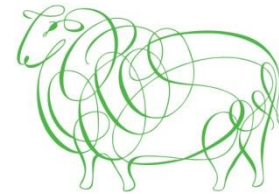
# Shetland Sheep and Wool

Oliver Henry

Managing Director, Jamieson & Smith



Jamieson  
& Smith



THE CAMPAIGN FOR WOOL  
PATRON: HRH THE PRINCE OF WALES

Images courtesy Shetland Museum and Archives

## Snarraness – Shetland Croft



Image courtesy of Shetland Museum and Archives



# Origins of Shetland Sheep



**Smirslet**

# Origins of Shetland Sheep

- Theories of Scandinavian ancestry
- 1298 first historical record of connections between Norway, Shetland and Faroe.



Shetland Sheep with hamesticks or branx



Hill sheep.  
Diet of heather and seaweed.





- wool and knitting supplemented income from the croft
- very low prices paid by local merchants, often traded goods such as tea





Often knitting work was outsourced by knitting manufacturers and merchants



T. M. Adie's of Voe

Machine knitters  
working from Adie's  
factory.





Fair Isle and Shetland Lace traded internationally, giving Shetland wool its name and reputation



# Development





# Development

- Report by John Shirreff
  - General View of the Agriculture of the Shetland Islands; with observations on the means of their improvement drawn up for the consideration of the board of agriculture; 1814.

‘This breed or variety resembles the argali, or wild sheep of Siberia, more than any other domestic breed.’

‘Two distinct native breeds/variety’

- Flock Book Society formed in 1927
  - purpose to protect pure bred Shetland Sheep
  - reaction to clearances in late 1800s, when lairds brought in Black Face sheep



# Jamieson & Smith Shetland Wool Brokers



- Established 1930s
- Developed throughout 1940s
- Moved to Lerwick in 1960s
  
- First wool and sorting
- Later yarn and hand-knitting
  
- Mail order yarn
- Herring lasses



# Sorting



Coloured wool requires sorting  
– separating fine from coarse in each individual fleece  
-Necessary because of mixed quality of the fleece



# Sorting



Images by Billy Fox Photography



# Products

From the fine wool hand-knit yarns

Work with designers like Kate Davies, who create knitting patterns from our natural undyed wool.



Design by Outi Kater, image by J&S.



Image and design by Dr Kate Davies

# Products

From the fine wool throws and rugs from partners like the Real Shetland Company



Image courtesy of Jared Flood, Brooklyn Tweed



# Products

From the coarse wool carpets from the Real Shetland Company

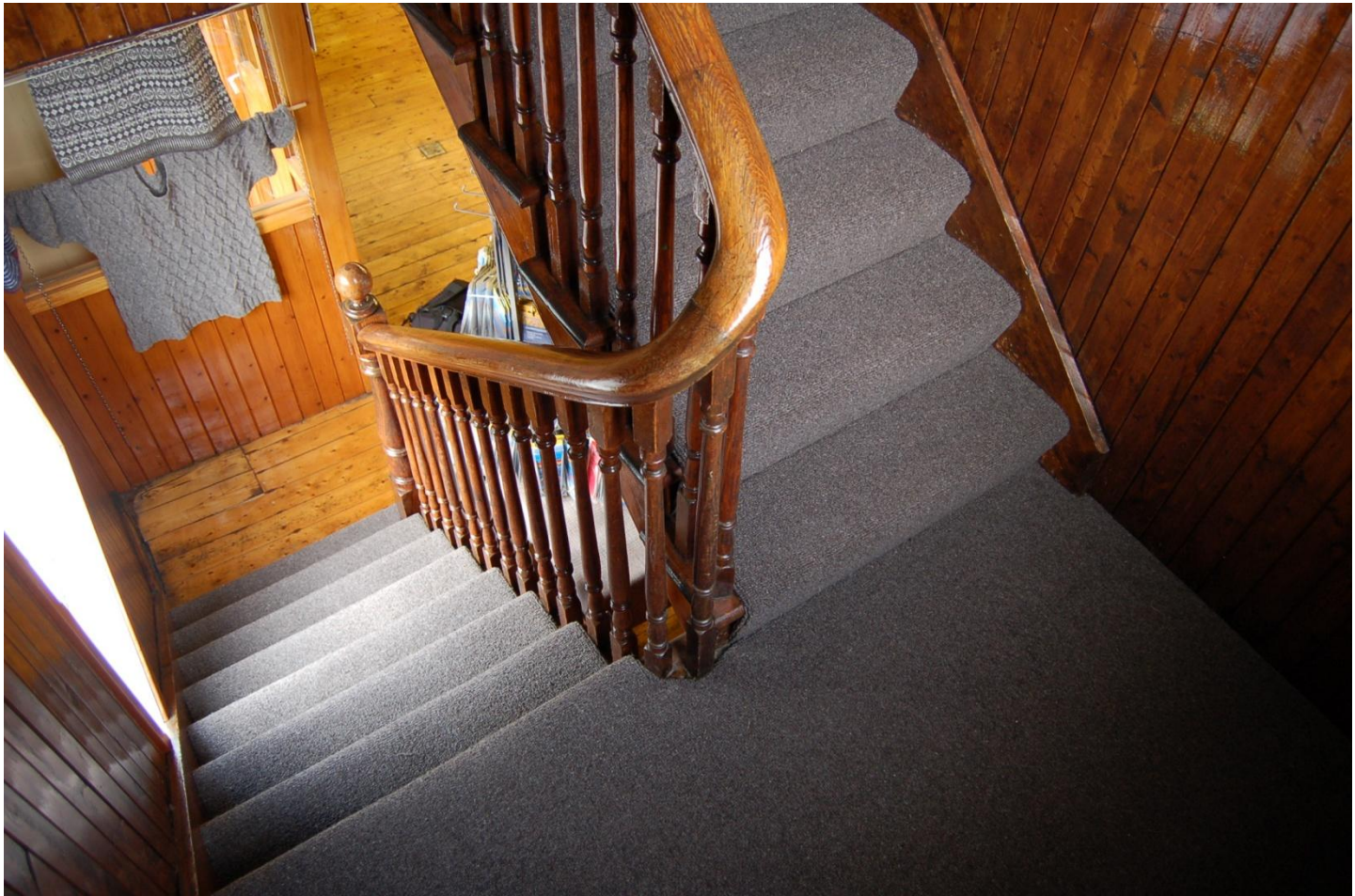


Image by J&S

# Three Shetland Sheep

All of our yarns and products are given the three sheep logo  
This is a guarantee of the authenticity and origin of the wool.





# Partnerships



Vi-Spring  
Queen's Award for Excellence 2012

Thankyou for listening



Image courtesy of Shetland Museum and Archives