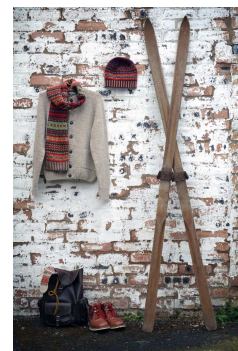




In this presentation...

1. Introduction to Eribé Knitwear
2. Our Scottish Heritage designs
3. Our partners
4. How the world perceives our designs



Who are ERIBÉ?

Eribé Knitwear is an expert team of designers and knitters working together to provide our customers with a luxurious knitwear and to help them sell it easily.

Last year we celebrated 25 years in business!

Crafted from the finest yarns our knitwear is ethical and eco-friendly.



Our unique selling points (usp)



Our Scottish heritage designs



- Our purpose is to create innovative design-led knitwear which celebrates colour and pattern.
- Eribé Knitwear are world-renowned for offering traditional Scottish knitwear with a contemporary flavour.
- We have five designers in-house

Fairisle

- Our brand is synonymous with the innovation of the traditional knitting technique known as Fairisle
- The Fair Isle island lies midway between Shetland and Orkney to the North of Scotland. Knitting reached the islands from mainland Scotland around AD1500.
- In the 1800's the islands were busy with maritime traders, stopping en-route to America from Spain and the Baltic countries.
- Colourful patterns from these countries were copied, developed and passed on from croft to croft.



Aran

- Aran knitting originates from Isle of Aran, a group of small islands in the Galway Bay just of the coast of Ireland.
- Aran sweaters have vertical panels that contain different but complimentary stitch patterns.
- Typically, narrower panels with symmetrical cable patterns surround a showpiece center panel. In the past, the complex textured stitch patterns often reflected elements of the Celtic arts, such as crosses or trinity symbols.
- We have echoed this tradition by replicating this layout, and brought the design into 21st century by incorporating unusual detailed cable and delicate twisted braid.



Eribé Guernsey / Gansey

- The core idea of our Spring Summer 13 Guernsey inspired knitwear is utilitarian work-wear, which led us to the idea of combining Guernsey technique with another more modern work-wear textile, Denim.
- The resulting Spring Summer collection encompasses beautiful yet practical knitwear made from the finest denim cotton yarn.
- The collections' denim and faded tones with flashes of colour will fit brilliantly with your customers' stores offerings for Spring Summer.



Our Partners



How we work with our hand-knitters

- We have approximately 100 hand-knitting outworkers up and down the country.
- All are women, who knit from the comfort of their own home. For most of them knitting is a hobby or in some cases an addiction. We have quite a few ladies who cannot be without knitting!
- Many of our ladies have been knitting since childhood, they all share a wealth of knowledge and craftsmanship
- Some of our pieces can take up to a staggering 90 hours to make just one single piece



Shetland



We knit our Fairisle as much as possible in Shetland, preserving the craftsmanship, authenticity and heritage of Scottish knitwear.

How we work with Laurence Odie

- Working closely together for over 20 years
- Strong bond means we help each other out
- Designs are developed to overcome production challenges
- Focus is on the customer and quality



How we work with Jamieson of Shetland



- Jamieson's took over the spinning of undyed Shetland fleece
- Peter spins a lot of yarn for Laurence Odie
- Keeps the spinning and knitting on Shetland
- The knitwear is delivered direct to our customer

The Natural Fibre Company

About them

- Established in 1991
- Run by Sue Blacker and her brilliant small team

ethos:

- They believe in the power of local, sourcing and creating almost everything from Britain
- They believe there is an important future and role for farming and for the countryside as the lungs and heart of the UK
- They believe in natural fibres because they are sustainable high-performance raw materials providing warmth, insulation and comfort.
- Reducing the company's impact on the environment for the future of everyone.



How we work with The Natural Fibre Company



Before each unique Eribé Hand-Knit Kit reaches our customers it goes on a lengthy and inspiring journey - from the sheep, to the shepherd, to the spinner, to the customer.

THE SHEEP

- Over the rolling hills of Port Edgar, in a grassy field you will find a herd of Corriedale sheep that produce organic yarn.

THE SHEPHERD

- Mandy and Tex take care of their Corriedale sheep
- Following the ancient traditions, every spring the Shepherds will shear the sheep and collect wool for the spinner.

THE WOOL SPINNER

- Sue at Natural Fibre Company with her specialist knowledge in organic yarns selects only top quality fleeces.

- The yarn is taken through the traditional processes of washing the fibres, carding them and then spins them into balls ready for the packs

THE CUSTOMER

- MANUFACTUM

Challenges of Organic & local?

How we sell our designs and story

Eribé is a world renowned brand.

We sell our luxurious and innovative knitwear into prestigious boutiques and department stores in Japan, USA, Europe and Australia.

We sell through:

- Agents
- Trade Fairs
- Direct selling
- Web sales
- End Consumer Sales



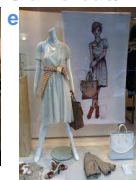
Our different types of customer...

Modern



Minimalist, utilitarian, unisex / masculine feeling

Glamorous/Tr



Clean, modern, chic, branded, glamorous and feminine

Whimsic



Charming, retro, whimsical, feminine, like different ethnic products, artistic

How Eribé Knitwear Designs are perceived around the world



- Scottish, quirky, fun
- Quality, colour, pattern
- Affordable luxury
- Ethnic
- Social conscience

Conclusion

Opportunities for Scotland
Timing
Working together
Uniting past with future
Romance with reality
Professionalism

