

## **Celebrating Scottish Brands at Pitti Uomo as part of the UK national group**

The UK Fashion & Textile Association (UKFT) is delighted to announce a special event to celebrate the culture and heritage of one of the four UK nations. UKFT, the Department for International Trade (DIT) and Scottish Development International (SDI) are co-hosting a Scottish Gin and Whisky tasting event to celebrate Johnstons of Elgin's 225<sup>th</sup> anniversary, and the return of Scottish brands such as Begg x Co and Jamieson's Knitwear to the UK national group.

Johnstons of Elgin, the UK's largest manufacturer in the fashion and textile sector, has been using natural, renewable and biodegradable fibres since 1797. The brand has a reputation for craftsmanship much beloved by discerning customers around the world.

Begg x Co design and produce fine knitwear inspired by the Scottish land and seascapes. Their ranges are defined by the quality of the natural fabrics, the dedication and skills of the weavers and knitters, the brand's commitment to sustainability and transparency as well as Scotland's rich and diverse heritage.

Jamieson's of Shetland is always a firm favourite at Pitti Uomo. Established in the early 1890s, Jamieson's have been designing and manufacturing beautiful knitwear from their own directly sourced pure Shetland wool for over 120 years. The designs are based on centuries-old Shetland and Fair Isle styles, with close to 200 colourways. Shetland and Fair Isle produced knitwear is especially popular with discerning retailers from Japan, Korea, the USA and China.

Walker Slater is passionate about fabrics from the British Isles, from Harris Tweed Hebrides in the Outer Hebrides to Donegal in Ireland and further afield, with quality near-shore tailoring to provide style and exceptional value for money and craftsmanship.

Harris Tweed has exported to over 60 countries where its provenance, quality and versatility is coveted by the world's leading designers, fashion houses and luxury brands. It has only ever manufactured in the Hebrides. Its iconic orb and the intricate craftsmanship of over 140 self-employed handweavers, are protected by the 1993 Harris Tweed Act of Parliament. International designers such as Vivienne Westwood, Prada and Manolo Blahnik continue to be inspired by its astonishing array of colours and patterns.

More details on these and other Scottish fashion and textiles companies can be found at [www.ukft.org](http://www.ukft.org)

Textiles are part of Scotland's unique heritage within the UK and so are Scotch Whisky and, more recently, Gin. This year, the tasting will include: Tomatin highlands distillery, celebrating 125 years of whisky-making; Harris Whisky and Harris Gin, Isle of Lewis, Outer Hebrides home of Harris Tweed; Kilchoman, the island of Islay's only single farm single malt.

Laura Suarez, Scotland Manager for the Consumer Lifestyle sector at Scottish Development International (SDI), said: "Pitti Uomo provides a welcome opportunity to celebrate the heritage and craftsmanship which underpins our core proposition and continues to attract global interest in Scottish fashion and textiles..."



...After a challenging couple of years, this is an opportunity to reconnect with the international community and we look forward to celebrating a milestone anniversary for one of our most prominent industry leaders in great company with a taste of one of Scotland's other finest exports."

Director of International Business at UKFT, Paul Alger MBE, said: "Scottish knitwear and textiles are a key part of the UK's heritage and manufacturing, underpinning the UK's levelling up agenda with quality jobs and skills. UKFT is delighted to be working with SDI and DIT to celebrate Johnstons of Elgin's 225th anniversary and the return to Pitti Uomo of well-loved Scottish brands as part of the UK group"

