

FEBRUARY 26 2021 - 3:37PM

Merino wool knitwear fashion label produced in Winslow



Kimberley Price



Wolfgang Scout team - assistant Camille Parker, photographer Holly Graham, Kia Ora's Brendan Finnigan, hair and makeup Sarah Bryant, production assistant Gabrielle Doddy, assistant Kim Clark and videographer Anthony Zielke.

Winslow was the backdrop for high-end fashion on Friday as Wolfgang Scout chose Kia Ora for its April catalogue photoshoot.

Kia Ora's merino wool is the sole-source for the fashion label and founder Carla Woitdt said an integral part of her ethos was having transparency through the production line.

"Generally fashion labels have a campaign where they showcase all the marketing and inspiration for each of their looks for the season," she said.

"For our fifth edition we've decided to do the campaign on the property to anchor what the brand is about.

"The whole premise of the shoot is encouraging consumers to know and find out where their product comes from and what they are purchasing. It's about understanding the people and process behind what we put on our backs."

Ms Woitdt has had more than 20 years in the high-end fashion industry working in both Australia and overseas.

She began planning her knitwear brand five years ago and launched Wolfgang Scout two years ago with Kia Ora merino wool.

Based in Melbourne and Sydney, Ms Woitd and her team works closely with the owners of Kia Ora, the Finnigan family.

"We're a very young brand and we mainly make sweaters," Ms Woitd said. "Our ethos is about looking after the land, knowing the people and having a sustainable product. We have an important relationship with the Finnigans.

Our ethos is about looking after the land, knowing the people and having a sustainable product.

Carla Woitd

"The Finnigans are so supportive and invested in the production of the knitwear."

Susan Finnigan said the photoshoot saw two worlds collide with a wonderful dynamic. "It's been wonderful to watch the whole process and for them to come across this way just shows us how genuine they are," she said.

"We were very impressed by them. Some of them hadn't been on a farm before so that was exciting and they were really blown away by it.

"It gives us an insight into consumers as well. Carla started with three of our bales and it keeps growing each year, they're here for the long-haul."