



Scottish Queen of Alpaca

January 2008

Scotland based, luxury knitwear brand Samantha Holmes is embarking on its first foray into Loungewear. Since launching her designer label in 2003, specialising in finest quality baby alpaca yarn, her products have seen success throughout the UK independent boutique sector and are now exported to Japan, Australia, New Zealand and Scandinavia.

2008 will see the launch of new ladies' shrugs (bolero style cardigans) and lounge coats to complement the already successful sweaters, bedsocks and hot water bottle covers – a sumptuous range which will make beautiful, luxurious gifts.

"Baby Alpaca" Samantha claims, "has a unique softness which once experienced converts even the most sceptical anti wool wearers." In fact, it is not wool, it is camel hair which contains no lanolin, a know allergen in sheep's wool. This together with a lack of prickle factor means Alpaca is wonderful on sensitive skins. It is also extremely hard wearing and has a much higher warmth to weight ratio than other yarns making it great for Winter and yet light enough for cool Summer evenings. A further special benefit is that it does not ball or 'pill', helping it to keep its new look for much longer.

Samantha Holmes 
GIFTS AND HOME ACCESSORIES



FASHION - HOME - BABY

Samantha works closely with small family businesses in Peru to ensure each item is exclusive and beautifully made by hand. Peruvian knitters have worked with Alpaca for 100s of years since before Inca Times when Alpaca was treasured by Royalty for its unique "buttery" feel and durability. All Samantha's designs are produced on a fair trade basis.

The market for Alpaca is clearly growing as more and more people become aware of its special properties. Samantha prides herself on "the ethical production of luxury alpaca garments which are made to last". Her designs are uniquely simple and versatile and the brand has quickly gained equity at the upper end of the luxury gift sector, coining her the title of "Scottish Queen of Alpaca".

The Samantha Holmes collection will be exhibited at the following trade shows:

Top Drawer Spring, Earl's Court London, 13-15 January, Stand E17

Scotland's Trade Fair, Hall 4, Glasgow SECC, 27-29 January, Stand B24

Spring Fair, NEC Birmingham, 3-7 February, Hall 4 Stand B24

Note to Editors: Further details and images of the collection are available from Samantha Holmes, Greenpark, Charlotte Street, Helensburgh, Argyll and Bute G84 7SE. Tel +44 (0)1436 676777

Email: mail@samanthaholmes.com

www.samanthaholmes.com