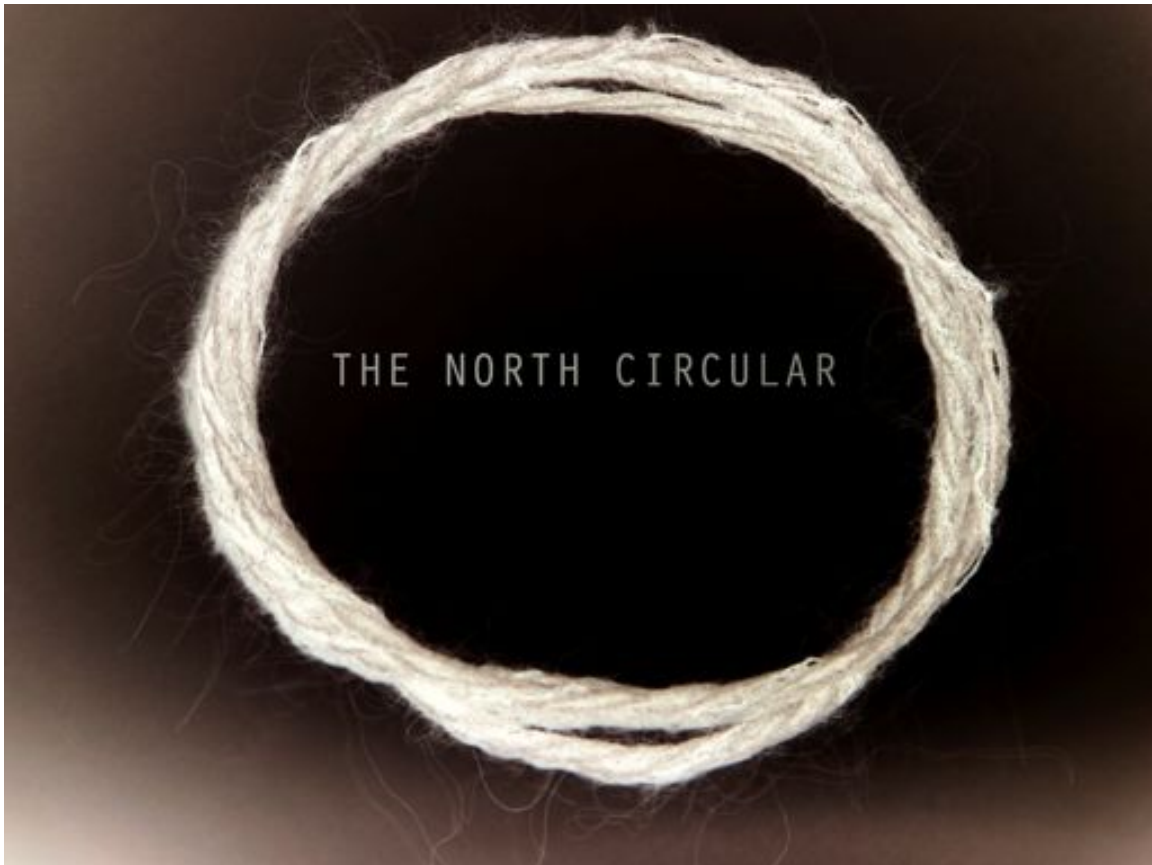


THE NORTH CIRCULAR KNITWEAR COMPANY

**'Knitted by grannies,
Supported by supermodels'**



Models and friends launch online ECO knitwear company using ethical wool from rescued rare breed sheep and produced by hand in the UK

Launching this autumn, fashion knitwear label 'The North Circular' utilizes the talents of grandmothers and high fashion models to create directional fashion pieces over rich tea biscuits and local gossip. The inspired idea by models Lily Cole, Katherine Poulton, Central St Martins graduate Alice Ashby and

entrepreneur Isobel Davies (Izzy Lane Founder) sees contemporary knitwear exclusively made from rescued Wensleydale sheep, with the expert hand knitting skills of 'grannies, girls. ...and a few strong men.

Available exclusively online at:

www.thenorthcircular.com

the range incorporates a modern range of knitwear pieces that are luxurious yet affordable for fashion savvy individuals, whilst signaling a return to traditional values, and maintaining the rare Wensleydale breed.

Information on the collection:

On The North Circular's personal site where you can meet the rescued Wensleydale sheep who provide the wool for each garment, you can create your own knit to order combination of colour and style to suit you while keeping up-to-date on the garments progress through 'The Knitters Blog' by Shirley, Pat and Janet to name a few.

There are sixteen designs and five seasonal colors to choose from in chunky knits with a modern twist. The launch collection includes The North Circular Collar and Necklace, The Knights Hood, and Chunky Diamond knits. Four styles can be miniaturized for children. The collection will expand through accessories, soft jewellery and women's wear such as racer dresses and tanks in the near future.

ECO credentials:

The North Circular only use the ethical wool from rescued sheep from Izzy Lane's sheep sanctuary in North Yorkshire. There sheep graze on organic land and the wool is spun and dyed naturally within a 120 mile radius of the sheep's cozy shed where they will live out the rest of their natural lives.

The North Circular is working to regenerate the ailing wool industry and support British manufacturers and craftsmen as well as helping earn the 'hands-what-knit' an extra bob. Packaging is kept to a minimum, using recycled and un-dyed materials with hand stamped details. Keeping the sheep at the very forefront of the campaign, The North Circular concentrates on the awareness of the decreasing numbers of the Wenslydale breed with each garment carrying a hand-made tag informing how many sheep were rescued to date.

North Circular has a place at Esthetica as part of London Fashion Week and will be launching in September 09. Do pop by.

For more information contact: info@thenorthcircular.com



From Left, Founders – Alice Ashby, Lily Cole, Katherine Poulton, Isobel Davies