



MOHAIR



A UNIQUELY BEAUTIFUL FIBRE COMMITTED TO SUSTAINABILITY





MOHAIR – THE NOBLE FIBRE

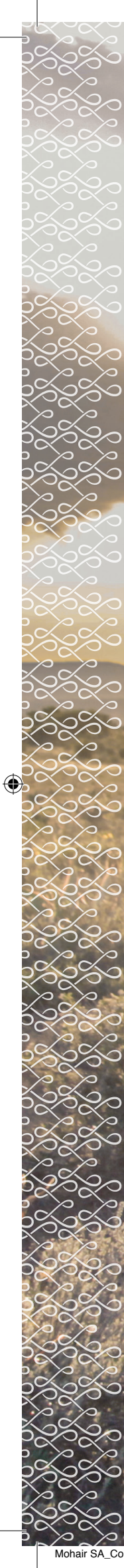
It's called the noble fibre, and sometimes the diamond fibre. Lustrous, resilient and offering exceptional colour reflection, mohair has become a symbol of luxury and exclusivity.

Mohair is the fleece of the Angora goat, and it's one of the world's most beautiful sustainable natural fibres.

Soft, lush, warm and timeless; it's hard to imagine mohair as anything other than pure luxury, with the story behind the production of this sought-after fibre being just as beautiful – enhancing and treasuring the lives, both human and animal, the industry touches.

South Africa produces around 50% of the world's mohair, supporting around 800 farms and their dependents across the entire industry. For more than a century South African Angora goat farms have been at the centre of the fibre's production, making use of the skills and knowledge passed down from one generation of farmers to the next.

Angora goat farming is a family tradition, and caring for the industry comes with a great responsibility for current and future generations. As such, mohair production in South Africa is a national legacy as much as it is a commercial enterprise.





MOHAIR ORIGINS

FARMED IN THE KAROO

Most of South Africa's Angora goats are farmed in the Karoo area of the Eastern Cape.

Angora goats thrive in the Karoo, with its combination of hot, dry summers, cold winters and semi-desert vegetation. In the pursuit of perfection, their fleece has been refined through consistently high breeding standards and meticulous genetic selection. Angora goats are shorn twice a year and are not harmed in any way during the process.

This combination of best practice farming and best environment for Angora goats sets South Africa apart from other Mohair-producing countries. South African mohair is globally acknowledged as one of the finest natural fibres money can buy.

SUPPORTING COMMUNITIES

The added beauty of Mohair is that it is a renewable, natural resource, providing a sustainable production chain between animal and human, while contributing long-term prosperity to the Karoo region.

The production of mohair supports approximately 30,000 people, many of whom are labourers living in the Karoo, a large, arid, sparsely populated semi-desert.



THE NATURAL BEAUTY OF MOHAIR IS UNRIVALLED

Uniquely resilient, durable and beautiful

Mohair is a versatile and luxurious fibre that is coveted by the world's fashion industry elite, as well as interior designers, craft specialists, industrial fibre specialists and the tourism sector.

However, mohair offers more than exceptional beauty and luxury. The fibre holds a number of rare, natural qualities, including:

LUSTRE

Mohair's natural lustre gives garments a silky sheen. It's the ideal garment to wear day or night.

LIGHTWEIGHT

Mohair fabric is luxuriously lightweight and renowned for its versatility, staying cool in summer and warm in winter.

DYE-RESPONSIVE

Mohair responds magnificently to dyes, retaining even the most brilliant colours over time.

CLIMATE CONTROL

Mohair breathes naturally, absorbing and releasing atmospheric moisture and controlling its own 'climate' to ensure optimal comfort.

DURABILITY

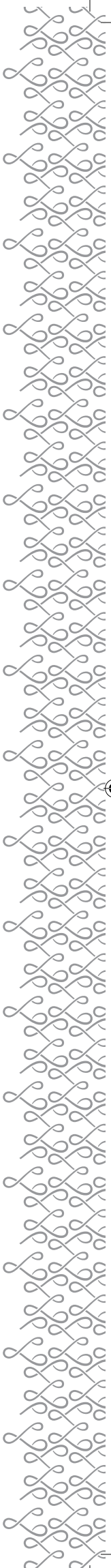
Because of its pliability, mohair is rated as one of the world's most durable fibres.

CREASE-RESISTANT

Products made from mohair have an innate elasticity, which ensures that they hold their shape and do not crease.

NON-FLAMMABLE

Mohair is virtually non-flammable, keeping you safe and chic all year round.





A NATURAL ECO-FRIENDLY FIBRE

A commitment to sustainability

Mohair is a natural, renewable resource, and its production works in absolute harmony with nature. With around 800,000 angora goats farmed in South Africa, mohair offers a fully sustainable fibre from farming to consumer product. It is very durable making it a long life fibre, but will also fully biodegrade and enrich the soil once it's lifespan is done.

Mohair farmers have the deepest respect and love of their animals, the health and wellbeing of an Angora goat are paramount to produce the finest mohair fibre

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CARING FOR ANGORA GOATS

Respect for animal welfare

Angora Goats are shorn twice a year under strict industry guidelines ensuring special care is taken and the goats are not harmed in any way.

Shearing is important to the wellbeing of the animal, and if not shorn regularly, they are susceptible to parasites and illnesses.

Long hair impairs the goats vision and movement, which could potentially prevent them from eating and drinking. It also prevents the baby goats from suckling.

After shearing, the farmers provide shelter for goats to protect them from the elements.

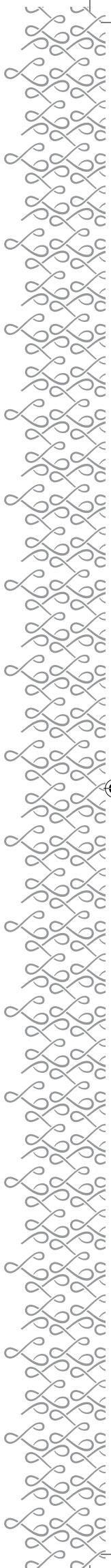
Angora goat farmers depend on the health and wellbeing of their goats to produce quality mohair, therefore care and dedication is paramount to the sustainability of the animals and their fibre.

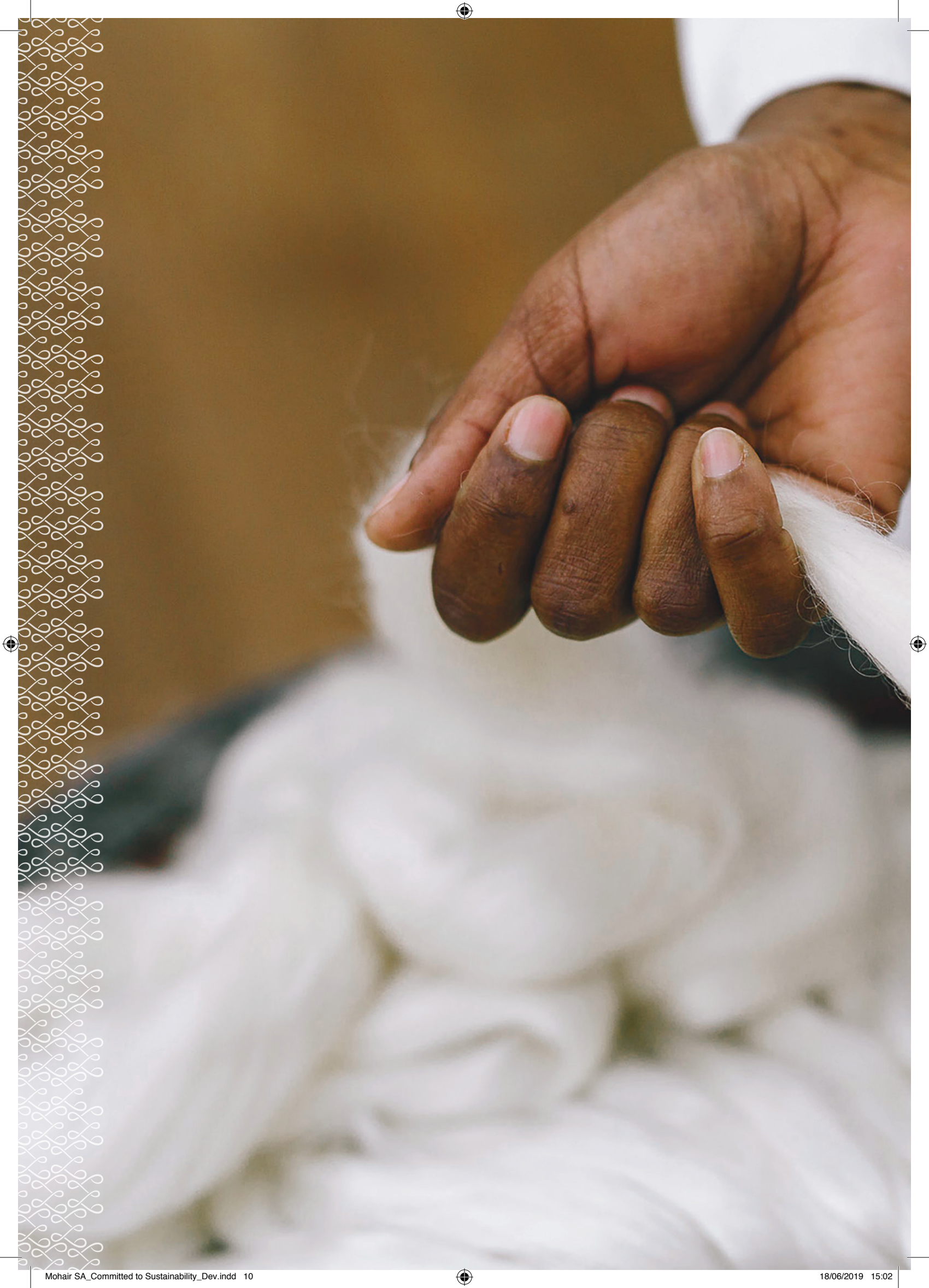
In the pursuit of perfection, their fleece has been refined through consistently high breeding standards and meticulous genetic selection.

To protect angora goats against parasites they are washed and occasionally dipped in swim through tanks. This enables the specially formulated solutions to treat all the hard to reach areas like under the tail and the ears.

Strict legislation ensures no harmful agents are present in the dipping of angora goats. The goats swim through the water, rinsing the soapy mixture from their fleece.

Goats are natural swimmers and there is always a trained handler present to guide them through. They are usually dipped in summer, when a cooling dip is welcomed and the fleece can quickly dry in the sun.





THE PROCESS

From farm to fashion

SHEARING

Clipping the mohair fleece from the Angora goats twice a year, either by hand or with electric shears. The animals are not harmed in any way.

CLASSING

Sorting the mohair into various lengths, fibre diameter and quality types. Meticulous classing adds value to the product.

SCOURING

Washing the mohair to remove excess dirt and oils.

CARDING

The mohair fibres are positioned in uniform lengths and most of the vegetable matter is removed. A sliver or coil of mohair, called a 'carded sliver', is produced.

COMBING

The remaining vegetable matter and shorter, irregular sized fibres are removed from the carded sliver to transform the mohair into the soft, luxurious Mohair 'top'.

SPINNING

Converting the mohair top into yarn. The top is spun into a yarn specified for structure, thickness (yarn count) and surface. Mohair yarns are often twisted or brushed (raised) for a fluffy appearance.

DYEING

Products can be dyed after combing (top dyeing), spinning (yarn dyeing) or weaving (piece dyeing).



MOHAIR SOUTH AFRICA IS COMMITTED TO THE SUSTAINABILITY OF THE MOHAIR INDUSTRY

Mohair South Africa (MSA), a global non-profit organisation, is committed to the sustainability of the mohair industry, not only in South Africa, but globally.

Its responsibility is maintaining and developing the high standards of the industry – ensuring the continuous responsible and ethical production of mohair while offering support to the mohair sector.

To this end MSA introduced Sustainable Guidelines in 2009, and the organisation's ongoing commitment has led it to partner with Textile Exchange in developing international mohair standards, that are currently being developed with one goal in mind: taking these guidelines to a higher level with the promise of responsible farming and mohair production to the global market.

Textile Exchange is a global non-profit that drives industry transformation in preferred fibres, integrity and standards, and responsible supply networks. The organisation identifies and shares best practices regarding farming, materials, processing, traceability and product end-of-life, in order to reduce the textile industry's impact on our planet's water, soil, air and human population.

The goals of the new Responsible Mohair Standard is to provide the industry with a tool to easily recognize mohair farmers using best practices, ensuring that the fibre is produced at farms with a progressive approach to managing their land and a commitment to treating their goats both ethically and responsibly.

When purchasing a South African mohair product you're enabling sustainable, ethical farming practices, and supporting a country, an industry, and, more importantly, thousands of farmers and families dependent on this noble fibre.

THE MOHAIR MARK

A symbol of ultimate luxury



MOHAIR

The Mohair Mark has been developed to help consumers select products that contain only the highest quality natural mohair fibre.

Display of the Mohair Mark is a commitment to excellence. It is a symbol of authenticity and luxury that should be treated with respect and worn with pride.

To find out more how Mohair South Africa can help you or to apply to use the Mohair Mark on your mohair products please contact us at info@mohair.co.za

WHAT CAN MOHAIR SOUTH AFRICA DO FOR YOU?

South Africa currently produces approximately 50% of total world production. In realising the responsibility that goes with being the most reliable source of quality mohair, Mohair South Africa was established to perform functions aimed at the advancement of the entire mohair industry.

To achieve this objective, the vision of MSA is to seek international partnerships and alliances to enhance the consumption of South African mohair, leading to sustainable demand and profitability for all involved.

MSA believe that shared knowledge, a vigorous commitment to continuous improvement, progressive attitudes and financial discipline are critical ingredients for the future success of the South African mohair industry.

For this reason, we invest extensively in research dealing with all aspects of mohair production, with the aim to continually improve on quality, volume and sustainability.

Sustainability is vital for long-term growth in any industry. Mohair South Africa seeks to ensure that the South African mohair industry is sustainable and continues to develop into the future by providing industry support:

- We engage with key retail brands and other prominent players in the global textile and fashion industry.
- We lend our support to the fashion industry, especially student design, to promote awareness of mohair.
- We sponsor extensive research into mohair production and the properties of mohair fibre.
- We support the South African mohair industry by working closely with all players in the industry, from processors to designers and manufacturers.
- We assist emerging farmers through our Empowerment Trust.

PROMOTING MOHAIR AS A GLOBAL FASHION FIBRE

One of the primary aims of Mohair South Africa is to promote the use of mohair as the ideal fashion and textile fibre on a global scale, ensuring that mohair remains top of mind for international retailers, designers and textile producers.

We achieve this by engaging extensively with international brands and textile organisations, attending various international trade shows and exhibitions throughout the year, and lending our sponsorship to many international projects and events where the innovative use of mohair is supported.





MOHAIR

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