

Woolmark Partners with India's Luxe Retail Leaders

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The Woolmark Company has launched a new joint campaign with Ajio Luxe and Tata CLiQ Luxury, titled “**Merino Reimagined**”, aiming to transform how Indian consumers perceive Merino wool. Rather than being seen solely as a winter-only fibre, the campaign presents Merino as a modern, all-season, high-performance luxury material.

This marks the third consecutive year of partnership between Woolmark and Ajio Luxe — and the first collaboration between Woolmark and Tata CLiQ Luxury. The dual-platform effort seeks to reach India's growing luxury and lifestyle market, offering distinct consumer experiences via each retailer.

Dual Focus: Performance + Year-Round Style

- On **Ajio Luxe**, the campaign highlights performance wear and athleisure under the message “**Merino Wool Crafted for Motion.**” Promoted features include **breathability**, **moisture management**, and **natural odour-resistance** — positioning Merino wool as an ideal choice for active, dynamic lifestyles.
- On **Tata CLiQ Luxury**, the emphasis is on **year-round versatility and refined style**. Through curated collections of lightweight Merino garments, the campaign underscores comfort, climate adaptability and timeless elegance — advocating Merino wool as a sustainable, premium wardrobe investment.

According to Woolmark's Managing Director, this collaboration aims to “unlock Merino wool's full potential in the Indian market,” by combining performance, quality, sustainability, and style — attributes increasingly sought by discerning luxury consumers.

Why This Matters

- The campaign aims to dismantle the traditional view of wool as heavy winter wear, instead positioning it as a **premium, trans-seasonal fabric** suitable for India's diverse climates.
- With India's luxury and lifestyle e-commerce growing rapidly, aligning Merino wool with performance wear and sustainable fashion taps into evolving consumer preferences for **comfort, versatility, and eco-consciousness**.
- The collaboration leverages the reach of two major platforms — Ajio Luxe and Tata CLiQ Luxury — to expose Merino wool to a broad audience, from fashion-forward millennials to seasoned luxury shoppers.

The Bigger Picture: Modernising Wool for a New Generation

The “Merino Reimagined” campaign is more than a marketing push — it reflects a shift in how natural fibres are positioned in India’s fashion narrative. By emphasising performance, sustainability and versatility, Woolmark and its partners are redefining wool from traditional “winter-only” stereotype to a **year-round, premium, lifestyle choice**.

As Indian fashion consumers increasingly value materials that blend comfort, quality, and environmental sensibility, this campaign could mark a turning point — elevating Merino wool from niche winter wear to a staple of modern wardrobes.

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