

# What fabrics?

## AVOCA

Our mill, set in the charming village of Avoca Co. Wicklow, could easily be overlooked as a picture-perfect relic of times gone by. However, within these white washed walls lies the hub and heart of our weaving industry. All of our weaving and much of our design processes occur here. We love welcoming visitors to our mill where they can soak up the atmosphere and observe the weaving journey in progress. Having seen first-hand the care and attention which goes into each piece, visitors can continue to our shop and enjoy some of the delicious homemade sweet and savoury treats on offer in our cafe.



### Sustainability

At Avoca, our history began almost 300 years ago with craft at the core - it's woven into the very fabric of who we are. We have been designing and making our own beautiful woven throws here in Wicklow since 1723. Our commitment to Irish craft remains at the heartbeat of what we do

### Community Quality

The first step in our design process is the inspiration. We love to bounce ideas off each other, and discuss the myriad of places we draw our inspiration from. This could be nature, art, travel, scenery or any number of things! We begin with a photo, a sketch or a painting, and we often find ourselves inspired by the natural elements surrounding us, such as the beautiful vale of Avoca surrounding our weaving mill.



# What fabrics?

## AVOCA

### Family Ethos

Much of what you see in our stores has been designed by our in-house creative team. We are passionate about Irish craft and design, and love to create the unusual and the beautiful. From our famous throws and traditional tailored tweed suits of the original Avoca label, our Wicklow-based design studio now create everything from clothing and homeware to candles and soaps, and much, much more.

### Raw Materials

The warping frame is the first stage in our weaving journey. The pattern for the weave is handed over from our design team, and we create a pattern for the design. This determines the count and colours of the warp threads, which are stretched across the loom. The weft threads are then woven over and under to create the fabric. Our warping frame holds 384 cones of yarn, which are then placed in order onto the creel, feeding the threads in the correct sequence through the swift. Then, they are wound around individual beams which are lifted into the looms where the warp is tied in. Now, the weaving process can begin.

### Manufacturing

Some members of our mill's experienced weaving team remember starting with us when these stages of the weaving process would have been very different. Threads were transferred onto pirns, a long conical rod which weft thread is wound around, to be placed in the shuttles for our hand looms. This was at one point done using a bicycle wheel and later a pirn winding machine which we still use today. Our warping frames also looked very different and were all created by hand. These methods are very time and labour intensive and only allowed for a small quantity to be produced.

### Certificates

Frequent winner of awards like the Irish Country Magazine Irish Made Awards textiles category with the Harriet Mohair Tweed Throw.

