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INTRODUCING MCINTYRE. SUSTAINABLE MERINO KNITWEAR AND BASICS FOR EVERY SEASON.





Designing timeless knitwear from their South Melbourne studio, design duo **Ned Schofield** and **Raquel Boedo Van De Graaf** are the creative forces behind Australian luxury merino brand, **McIntyre**.

McIntyre is a family affair, and the idea was quite literally born on the land. Ned and Raquel are married and, spent a year working at the family's Victorian farm Glenoe, upon their return to Australia after living abroad. During this time, the duo contemplated why, in a country where premium wool in abundance, the majority of raw fibres are shipped overseas, only to be re-imported as fully finished fashion garments.

Raquel's background in fashion combined with her passion for European design and luxury garments is evident in McIntyre, a brand that celebrates Australia's pastoral heritage while reframing it through the lens of contemporary International design. McIntyre's distinctive approach has seen them picked up by prestigious retailers including **Melbourne's NGV Design Store** and in **Japan**, McIntyre is stocked in stores such as **Kagure, Loftman and Co** and **Shinzone**.

For Ned, growing up on a Merino property in Victoria's **Glenroe** meant that that wool fibre has always been in his blood. A fifth-generation descendant of merino producer **Duncan McIntyre**, Ned made the difficult decision to forgo work on the family estate, instead, contributing to his ancestors' legacy through the creation of a fashion and lifestyle brand that shares the esteemed family namesake. And in a full-circle moment, Ned's father Richard regularly cameos in McIntyre campaigns.



Wool has been essential to my family's lively hood for over 150 years now. It's the primary source of income for the farm, and each generation has fine-tuned the quality of the wool to get it to where it is today. When I was 4 or 5, I remember sitting on a big pile of freshly shorn wool fleeces in the shearing shed. I used to hang out in there all day while Mum and Dad were working, it was like my woolly playground in there! With McIntyre, we wanted to create an iconic Australian brand that champions the fact that in Australia, we grow around 90% of the worlds fine apparel wool. That's why at McIntyre all our garments are made solely with Australian Merino wool."

— Ned Schofield, Co-Founder, McIntyre.

From everyday basics to statement coordinates, McIntyre's range of quality merino pieces are designed to be mixed, matched and worn throughout all seasons by people of all ages and all nations. Not only is this advantageous for the sartorially mindful consumer, its kinder to the planet too, thanks to the inherently sustainable quality of merino wool.

Many people don't realise that for the longest-time in Australia, wool was the fabric of choice of our farmers. Wool garments were worn for both their cooling properties and durability.

According to [Woolmark](#), the global authority on wool, "Wool garments require less washing than other dominant fibre types and generally, have a much longer life." Some of the other notable benefits include:

1. **Odour-resistant:** Merino is naturally breathable and moisture-wicking. In contrast to synthetics, Merino wool can absorb moisture vapour which means less sweat on your body. Merino wool even absorbs the odour molecules from sweat, only released upon washing.

2. **Stain Resistant:** Merino wool fibres have a natural protective outer layer that helps prevent stains from being absorbed. And because Merino wool tends not to generate static, it attracts less dust and lint.



MCINTYRE ESSENTIALS COLLECTION

McIntyre's latest collection is comprised of the brands' signature minimalist merino sweaters and lightweight merino t-shirts, in addition to a selection of technical knits which demonstrate the many ways in which merino can be manipulated from a design perspective and, adapt to a warm climate.

The Essentials Collection includes **merino 'basketball' shorts, coordinate lounge suits and all-season t-shirts and basics in new vibrant colourways steal the show**, with their innovative use of this versatile fibre, that is suitable for all climates, all year-round.

Wool doesn't need to be boring; it can be fun! I like to use lots of pop colours in our collections to brighten up people's wardrobes. We hope to introduce a new generation to wearing wool by offering unique, colourful and luxurious pieces like our loungewear to the market.

— Raquel Boedo Van De Graaf, Co-Founder, McIntyre.

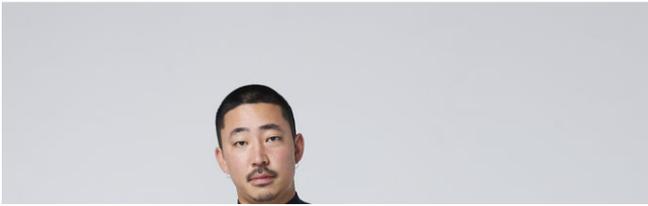
MCINTYRE's Essentials Collection is available November 11, 2019 until sold out, from mcintyremerino.com, NGV Design Store, Modern Classic Shop, Well Made Clothes and select retailers Worldwide including Japan's Kagure, Loftman and Co and Shinzone.

Website: mcintyremerino.com

Instagram: [@mcintyre_merino](https://www.instagram.com/mcintyre_merino)











ABOUT THE FOUNDERS

Ned Scholfield grew up in the Southern Grampians area of Victoria on a merino sheep farm. After moving to Melbourne to attend University, Ned then studied abroad in The Netherlands for a year where he met Raquel. Before McIntyre, Ned was the Wholesale Manager for Melbourne bag retailer **Crumpler** overseeing markets including Australia, USA, China, Indonesia, Thailand, and Japan.

Raquel Boedo Van De Graaf grew up in the Netherlands and moved to Australia in 2009. Raquel has always had a keen interest in fashion and design, working in design stores like IMM Design in Amsterdam and Paris and Pigeonhole in Melbourne.



MEDIA NOTES:

- MCINTYRE MERINO retails from \$99 - \$299.99 AUD

- All knitwear featured in campaign/lookbook imagery is McIntyre, other garments are stylists own

- All product available for stylist/media loans

- Flat lay imagery is available here: <https://dxd.media/32AbE93>

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