



CAN YOU CHOOSE THE TRUE CASHMERE?

PROTECT THE EXCELLENT QUALITY





ABOUT CCMI

CCMI is an International Association of the most important cashmere producers and has been created to promote this fiber by **protecting consumer** from fraud and misleading advertising.

IT'S DIFFICULT TO RESIST A CASHMERE PULLOVER

Its particular softness is unsurpassed. Cashmere is elegant, classic but with a refined and winning style. For every occasion. It's difficult to resist a cashmere sweater, particularly if it is for sale at a low price.

But is it **genuine cashmere**? Can a label that states "cashmere" 100%, or "pure cashmere" be trusted?

It's justifiable that the consumer has some doubts when the price is abnormally low: it is possible that it is a fraud. This is well known to the technicians of the laboratories charged by **CCMI** with testing garment samples; the label can lie. The cashmere may be less than declared, sometimes even nonexistent. In other cases the designs on tags and wrappings represent misleading advertising to induce the consumer to buy an article without paying attention to its real fiber content.



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HOW TO RECOGNIZE THE TRUE CASHMERE

The most prestigious fashion brands, that have bound their reputation to cashmere and to its best processing, as well as the retailers who have traditionally made reliability and integrity their business, offer to consumers trusted products at good prices. Be careful of bargains with cashmere.

When shopping it is a good rule to pay attention to the label that is sewn inside the garment which, by law, reports the actual composition. This way one sees that the term “cashmere” is often used to attract the consumer to garments produced with materials of lower value and smaller percentages of the precious fiber. Shop smart and protect your investment in a precious fiber product.

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THE MISUSE OF RECYCLED CASHMERE

The recovery and reuse of raw materials employed in any production is a meritorious and important practice to reduce the environmental impact of any human activity.

Although the cashmere is a renewable resource, and the recycling of a fiber as noble and valuable is positive, the consumers should be able to choose in an informed and transparent way products made of recycled cashmere from the ones made from virgin cashmere.

The garments made in recycled cashmere have a greater propensity to pilling and will likely be less durable. Furthermore these garments produced from old used clothing may contain chemicals banned today but authorized in the past.

Consumers who aspire to quality garments in authentic virgin cashmere should therefore doubt of products with suspiciously low prices and buy goods from manufacturers of proven reputation.





BE CAREFUL OF FALSE BARGAINS!

The luxury of cashmere results from many factors. The fiber comes from the undercoat of goats that live in some areas of Asia (China, Mongolia, Afghanistan).

It is combed from the animal in the spring, in the moulting season. Each goat produces about 3.5 ounces of useable fiber. At least three goat undercoats are needed to produce a sweater. Furthermore climatic and social conditions affect the health of the goats, and their breeders, and may reduce the available quantities".

The scarcity of this fiber and the difficult conditions under which it is collected explain why cashmere is so precious. It is really a rare fiber. And as with everything rare it is expensive.



TO KNOW MORE

All you would know about **cashmere** (washing and ironing without damaging it, for instance) can be found on

www.cashmere.org





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