



Photos by Jory Felice

Food Inc. Director Robert Kenner Wears O-Wool Organic Wool Tuxedo by Loomstate to Academy Awards

Loomstate chooses O-Wool organic wool fabric to complement the film's message

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Middlebury, VT – Academy Award nominee Robert Kenner, director of [Food, Inc.](#), walked the March 7 event's red carpet in an organic wool tuxedo made with O-Wool® suiting fabric from [Vermont Organic Fiber Company](#) (VTOF). The tuxedo was made exclusively for Mr. Kenner by New York City-based environmentally conscious fashion brand [Loomstate](#). According to Loomstate, this is the first American-crafted organic tuxedo ever to be made for the Academy Awards. VTOF is the nation's leading provider of Merino wool fabrics made with wool grown and certified to the [U.S. Department of Agriculture's](#) (USDA) national organic program standard.

Kenner, whose film documents the industrialization of the U.S. food supply and the viability of the local and organic sector, noted "I loved the tux! It felt right to be organic and show that both food and textiles can be made in an organic fashion and still be beautiful and excellent quality."

Loomstate custom designed and handmade the tuxedo using 100 percent organic gabardine twill O-Wool fabric.

The choice of O-Wool by leading designers and brands such as Loomstate is becoming more and more common. For Fall/Winter '09, leading sustainable fashion designers for both adults and children in the U.S., Canada, and Europe including **Bodkin, Deborah Lindquist, Bahar Shahpar, Susan Woo** and **Whitten Grey** in the U.S., **Fin** (Norway) and **Elena Garcia** (UK) in Europe, and **Dagg and Stacey** (Toronto) and **Nixxi** (Vancouver, BC) in Canada all used O-Wool.

"Whether for red carpet or everyday designs, it is clear that organic wool fabrics are perfect for any application," said Matthew Mole, VTOF president.

Kenner will speak at the [Natural Product Expo West](#) conference this Thursday, March 18 from 2:30-5:30 p.m.

Organic wool is part of the approximately \$3.2 billion global organic fiber industry, according to the *Organic Exchange Organic Cotton Market Report 2009*. For the wool to be sold as "organic" in the United States, the U.S. Department of Agriculture National Organic Program (NOP) requires that the sheep meet its livestock standards which call for the animals to be fed organic feed and forage from the last third of gestation and be raised without the use of synthetic hormones or pesticides. In addition, organic livestock producers are diligent in ensuring they do

not exceed the natural carrying capacity of the land on which their animals graze, resulting in agricultural practices that are healthy for both the animals and the environment.

About Vermont Organic Fiber Company:

O~Wool yarns and fabrics are made from certified organic Merino wool spun, knit, woven, and finished at facilities in Massachusetts, Pennsylvania, Rhode Island, and South Carolina. Woolen spinning in the U.S. is certified to the new [Global Organic Textile Standard](#) (GOTS) as is worsted spinning carried out with partner mills in China. GOTS addresses all post-shearing stages such as dyeing and finishing, and includes social criteria. VTOF is one of the first and few companies in the U.S. to have partner spinning mills certified to GOTS and is getting all subsequent processing phases certified to the standard.

About Loomstate:

Loomstate is an environmentally and socially conscious brand launched in 2004 by Rogan Gregory and Scott Mackinlay Hahn. The company's mission is to create casual clothing of timeless style and quality, with a commitment to environmentally sustainable materials and production methods. Loomstate furnishes instant wardrobe standards, standing the test of time and weathering the coming and going of fashion.

Captions:

1. *Food, Inc. director Robert Kenner, with wife Marguerite Kenner, just before going to the Academy Awards ceremony.*
2. *Food, Inc. director Robert Kenner at the Academy Awards ceremony.*

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