



Our story begins in 1991, when Mr. Jianhua Shen, the founder and now president of Xinao, started the first factory in Chongfu Town, Tongxiang City, in the scenic lands of Yangze River Delta. Three decades have passed since then in which Xinao has grown and evolved, thanks to a holistic approach and constant and unstoppable development, which has allowed our merino wool tops and yarns to be appreciated and used by the best Chinese and international brands. Today our challenge is to extend our production to all natural fibers, first and foremost that of cashmere. A challenge now possible thanks to the fact that we are a complete and vertical textile pole, a sustainable and cutting-edge industrial ecosystem, with a production capacity of 15.000 tons of worsted yarns and 3.000 tons of woollen yarns per year. Definitely large quantities, but made without ever neglecting the best quality. In fact we have chosen to use only the best fibers on the planet the merino wool comes largely from Australia, New Zealand and South Africa, as well as the cashmere directly from our hircus goat farms scattered throughout the region around Ningxia. This deep knowledge of the fibers combined with

the constant defense of the supply chain, continuous research and investments aimed at increasing human capital and improving production processes, have allowed us to consolidate our presence on the international market with the ambition of soon becoming a benchmark. Today, with the birth of project X, that moment has arrived. X as a monogram of a new textile universe. X has its roots in our heritage, represents our present and projects the corporate logic of Xinao into the future. The graphic accent placed on the upper part of the letter X is the representation of our Polar Star, which will characterize all the new Xinao directions. Total rebranding, stylistic upgrade and immersive digitization are the keywords for communicating at best our innovative and sustainable programme, of which this color chart represents only the first step. Innovating yarns for natural and sustainable luxury is our mantra. We want to continuously improve the quality of the fibers, optimize its technologies of production, of finishing and of quality control, but also explore new trends, intercepting market directions to offer an increasingly rich range of articles with an exclusive colour palette.

Est. 1991