



Wolford's "Jewellery Tights" Limited Edition

- a knitted dream with glamorous gold net effect
- edition limited worldwide to 499-pieces
- available in stores from September 2014

Bregenz, 8 April 2014 – The glamorous “Jewellery Tights” from the 499-piece limited edition range unites quality and design to a unique legwear creation for all senses: Wolford’s finest extra-soft yarn caresses the wearer and ensures an unrivalled feeling of comfort. Optically, genuine SWAROVSKI ELEMENTS and metal-coloured discs compete with each other in shimmering and sparkling, while the diamond-shaped design encompasses the legs like a net made of gold and jewels right up to stay-up height. Just as luxurious as the pattern is the overall finish: all embellishments are applied by hand during production. The “Jewellery Tights” will be available in retail stores and boutiques from October 2014.

The wearing comfort of these Wolford tights is also top-grade: in addition to the comfortable knitted waistband, the opaque material in classic black gives the wearer an unbeatably soft and pleasant feeling on the skin exactly following the shape and fit of the “Matte Opaque 80 Tights”, the ultimate in opaque which has been delighting women all over the world for more than ten years. The matte look of these tights ensures a touch of glamour even on cold days, effectively showing off legs to their full advantage so that they are best worn with short skirts and dresses.

A knitted dream becomes reality

The beginning of every Wolford product is the fine yarn from which at the end of production knitted dreams like “Jewellery Tights” are created. Leading up to this are several carefully harmonized manufacturing processes, always followed by a corresponding manual quality control carried out by highly-qualified employees. This uncompromising commitment to quality runs like a continuous thread through the entire company and which, throughout its history spanning more than sixty years, has contributed to Wolford’s success as a leading



manufacturer of exclusive legwear, seductive lingerie and soft and snug-fitting bodywear – “Made in Europe”.

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Photo downloads:

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Jewellery Tights Pic 1: <http://service.wolford.com/download/press/aw1415/trend/14433.zip>

Jewellery Tights Pic 2: <http://service.wolford.com/download/press/aw1415/jewellery/00019.zip>

Jewellery Tights Pic 3: <http://service.wolford.com/download/press/aw1415/jewellery/00020.zip>

Logo: http://service.wolford.com/download/press/JewelleryTights_Logo.zip

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About Wolford AG

Wolford AG headquartered in Bregenz on Lake Constance (Austria) operates 16 subsidiaries and markets its product in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012 – April 30, 2013), and has about 1,600 employees. Since its founding in the year 1950, Wolford has evolved from a local producer of hosiery to a global fashion brand in the segment of affordable luxury products.

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