



Wolford Iconic Pieces

- Special models for Wolford's 65th anniversary
- Wolford's classic pieces "Image String Body" and „Image Tights“ re interpreted
- Available worldwide from January to December 2015

Bregenz, 21 July 2014 – **Style icons give distinction to a particular style – with a particular garment or accessory. These, however, do not just characterize the style icons themselves, making them unmistakable, but set the trend for generations of other people. To mark its 65th anniversary, Wolford is presenting for Spring/Summer 2015 and Autumn/Winter 15/16 its very special, fashionably re-interpreted style icons in the form of the "Image String Body" and "Image Tights". Both models will be available worldwide from January until December 2015.**

In the past both these „iconic pieces“ have made a stylish impact and are now regarded as classics of women's clothing.

Redesigned in a modern interpretation and provided with all the attributes that make Wolford so unique, they are being presented by Wolford on the occasion of its 65th anniversary.

"Image Tights" and the „Image String Body" personify to perfection seductive elegance and modern comfort as well as the interplay between opaque and transparent.

With these two masterpieces any woman can become her own style icon!



Foto-Downloads:

© Pictures: Wolford Aktiengesellschaft (for use until 06.2015)

Image String Body1: <http://service.wolford.com/download/press/ss15/trend/77062.zip>

Image String Body 2: <http://service.wolford.com/download/press/aw1415/campaign/00007.zip>

Image String Body 3: <http://service.wolford.com/download/press/aw1415/campaign/00008.zip>

Image String Body 4: <http://service.wolford.com/download/press/aw1415/campaign/00018.zip>

Image Tights: <http://service.wolford.com/download/press/ss15/trend/14454.zip>

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About Wolford AG

Wolford AG headquartered in Bregenz on Lake Constance (Austria) operates 16 subsidiaries and markets its products in about 60 countries via roughly 270 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated revenues of €155.87 million in the 2013/14 financial year (May 1, 2013 – April 30, 2014) and has about 1,560 employees. Since its founding in the year 1950, Wolford has become a leading global manufacturer's brand in the segment of luxury tights, exclusive lingerie and high quality bodywear.

