

COMPANY PROFILE







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photo by WOLFGANG POHN

MISSION STATEMENT

Sustainable positioning of Wolford as a global brand in the segment of affordable luxury covering all areas of finest textiles that embrace the female body, for the most possible embellishment of its natural silhouette. Wolford shall always correspond to the core brand values of perfect quality, easy care, recognizable comfort through distinctive touch and feel as well as impeccable fit which makes Wolford products feel like a second skin.

Based on the core competence in knitwear, its proven record in creativity and innovation through technical know-how Wolford shall occupy and defend a strong and unique market niche. By means of a systematic brand build-up, a successive optimization of the product portfolio as well as a highly qualitative and well controlled distribution based upon a thoroughly mapped-out plan the turnover and financial result should be increased significantly mid- and longterm.

Based upon the above Wolford thrives for long-term, sustainable growth and independence.



From left to right: August Rammer, Hans Wolff, Walter M. Palmers, Johann Wolff, Hans Joachim Palmers, Reinhold Wolff, Julius Wolff, Erich Fleisch. Photograph dated 1950.



"Lady Share" since 14th February 1995: The use of the fresco painting, which Gustav Klimt created for the Kunsthistorische Museum in Vienna, on the share meant that the first traded shares fulfilled their billing as value papers both formally and in terms of their content. The fresco is dedicated to the Greek and Egyptian tutelary goddesses of fine art, whose attributes include regeneration, fantasy, courage and independence – values that Woford knows to treasure too.

BACKGROUND

The success story began back in 1949 in Bregenz on Lake Constance: Industrialist Reinhold Wolff and retailer Walter Palmers founded a company under the name Wolff & Co. KG to create stockings for women made from pure silk and rayon. The technology was based on used American cotton machines, which were adapted to suit Wolford quality standards. These alterations to the machines acted as a kind of copy protection for the products, and as such gave the company a head start against possible competitors from the very beginning. The company continues to set itself apart from its competitors through its innovative knitting technology to this day.

With the registration of the brand name "Wolford" in 1950, the founding fathers once again proved their long-sighted visionary thinking, and incorporated the fields of production and sales into a successful brand strategy. The name Wolford secured a brand identity and, with it, uniqueness: the name became a guarantee for quality. Furthermore, the name was also suitable for use on an international scale.

A meeting of the founding fathers in the British university town of Oxford reportedly saw the birth of what has now become a globally recognised brand name. It is an acronym, derived from the name of the founder Reinhold **W**olff and the town of **O**xford.

Traditional craft – the art of knitting – refined with the local expertise of the people from a historic textile region lying at the intersection of Austria, Germany and Switzerland at Lake Constance. Together with the ambition to always be one step ahead of the competition spurred on the expansion of the company.

In 1988, motivated by previous success, there was a change in strategy, with the focus being placed on achieving a positioning within the luxury segment. This strategy has been built on ever since. Furthermore, in April 1988, the company structure was transformed into a public limited company, and the "Lady shares" from Wolford have been noted on the stock exchange in Vienna since 14th February 1995.

Over the years, the development of the Vorarlberg knitters into an international premium brand has been achieved through a successful product diversification, which has been visually supported in marketing materials. The manifestation of the brand values into a memorable logo and sophisticated imagery, together with the claim of offering the highest quality, aesthetics and uniqueness, has been instrumental in achieving the awareness that the brand enjoys today.



photo by WOLFGANG POHN

BRAND

The company's history, which spans over 60 years, has seen it develop from a business focusing solely on Legwear and Bodywear to an international premium brand with an extensive range of products. The first stage in the historic development of the product range saw the step from tights to bodies in 1992. These bodies did not feature any seams; instead they were based on the same circular knitting technology that was used in the successful tight models. This development was followed by a stringent product diversification based on the brand's quality standards, and saw the range being expanded to incorporate additional areas of Bodywear.

In 1996, Wolford launched its first swimwear range; offering refined, seamless one-piece swimsuits and established body-knit technology products creating a perfect figure both on land and in water. The following year, the Swimwear line was expanded to include refined two-piece swimsuits – the Swimkinis. Since then, Wolford has continued to excite sunbathers with a stylish collection of swimwear each summer season.

Then, in 1999, the first, small, pure lingerie range was launched under the title of bodyCulture. It was based on two materials that had already been used successfully in the Legwear and Bodywear ranges: *Satin de Luxe* – radiant and opaque – and the exclusive *Velvet* by Wolford – an extremely soft polyamide yarn that is produced exclusively for Wolford. Today the underwear collection more than lives up to the name Lingerie thanks to the use of exclusive materials and laces, which are used to produce fantastical creations.

From 2005 onwards, the Ready-to-Wear range developed from the traditional Bodywear product group through the cautious expansion of the product range to include women's outer garments. The diversification of the product range and the focus on Wolford's core attributes of quality, comfort and aesthetics – coupled with the unmistakable knit expertise – allowed Wolford to position itself in the luxury segment over the long-term. The unique nature of the collection is manifested in the use of the very finest materials, which gently caress the female silhouette through the figure-hugging design.

Since 2007, the Accessories product range has provided the ideal extras for a wardrobe that perfectly matches in terms of both colour and materials. Besides textile models such as scarves and neckties, leather accessories, including a range of belts, round off the range of products.

With the establishment of the five product groups Legwear, Ready-to-wear, Lingerie, Swimwear and Accessories, Wolford provides all the essentials for your wardrobe: Timeless models with subtle references to the latest trends that perfectly stylise the female silhouette, and fulfil the claim of being both unique and unmistakable.



LEGGWEAR

Since the company was founded, Wolford has been exciting customers with fashionable and innovative legwear, which offers the highest comfort and a perfect fit. The range comprises classical essentials as well as a full annual programme of seasonal trends, which complements the range with in vogue creations.

Thanks to its knitting technology, Wolford has been a pioneer on the international legwear market since its very early days, and it continues to live up to this title with its continuous new developments: be it through the processing of the finest yarns into knitted creations with the very best mesh structure and ideal fit; with the use of novel micro-capsule technologies for tights with additional benefits; the stylish combination of design and function in fishnet tights; or the further development of the Ajouré knit.

An extensive range of functional Shape&Control products with a highly innovative character completes the Legwear range. The refined models make the stomach, bottom, waist or hips appear slimmer, or use the shaping effect to provide additional support to blood circulation through the creation of an anatomically ideal pressure profile in the leg region. The range includes products for all support regions, spanning from 10 to 100 denier.

The innovative character of all developments has always been inextricably linked with quality, comfort, a sensual wearing experience and the latest trends – and it always will be.



photo by WOLFGANG POHN

PRODUCT GROUPS

READY-TO-WEAR

When it comes to women's outer garments, Wolford offers timeless and classical elegance, combined with a subtle hint of fashion for the wardrobe – from head to toe. The continued expansion of this product range has seen the brand develop from a pure legwear and bodywear retailer to an international premium brand with a broad product range. The female silhouette is the focus of all creations: it is enveloped with refined cuts and exclusive materials.

Quality and creativity are of the utmost priority when it comes to material selection and manufacture. This claim is justified through the processing of the very finest materials, such as select merino wool, high-quality silk or exclusive lace.

With its jackets and skirts, trousers, dresses, pullovers and blouses, tops, shirts and bodies, the Ready-to-Wear collection features models that stylishly highlight the femininity of the wearer. Besides a seasonal collection focusing on the latest trends, the classical essentials round off the extensive product range.

ACCESSORIES

The Accessories product group features items that work in harmony with the models from the entire Wolford range, both in terms of material and colour, and as such the perfect addition to every outfit. Scarves, gloves and hats for the colder seasons, as well as neck ties, hair bands and belts, provide exciting focal points with their highly effective details and patterns.



photo by WOLFGANG POHN

LINGERIE

The lingerie collection is distinguished by an understated design, precise lines, figure-hugging materials and a perfect fit. These features are a key part of both the seasonal trend collections and the essential series of the classic annual programme.

With its refined design, the collection highlights the brand claims of exclusivity and timelessness. With its seductive yet simple lines, the lingerie collection promises an irresistible pleasure for the wearer. The extensive collection comprises various shapes and styles of panties and bras with different cuts in order to cater for the varieties in the female figure.

With its Shape&Control shaping lingerie, Wolford offers products that have the ideal effect to meet different requirements – both in the classical and in the decorative series. For, as much as women differ in shape and size, the alleged problem areas differ too. The demand for high-quality, shaping lingerie is satisfied by the comprehensive product range, which, besides a selection of functional panties – e.g. for a thin waistline or to shape the stomach and hips – also includes modelling bodies and dresses to create the perfect silhouette.



photo by WOLFGANG POHN

PRODUCT GROUPS

SWIMWEAR

1996 saw the launch of circular-knitted, seamless Swimbody models as a consistent expansion of the former Bodywear range to include the element of water. Today, the collection includes creative swimsuits and bikini models, and is also ideally supplemented with stylish beach accessories. The seasonal swimwear collection impresses with its exclusive materials and flattering lines: Besides circular-knitted, seamless models in sophisticated colours, which model the silhouette, the collection also includes eye-catching creations with striking patterns.

With a small but beautiful seasonal collection, the swimwear models made from the highest quality materials see Wolford fulfilling customers' demand for luxury swimwear too.



DISTRIBUTION CHANNELS

The first Woldford Boutique was founded in 1992, on Madison Avenue, New York: A fine address where the Woldford mono-brand success story began. The rapid boutique expansion that followed in the 1990s created a network across the most prestigious locations in the fashion capitals of the world. Soon, Woldford was represented across the globe. Back then, it was the zeitgeist and national conditions that determined the individual design of the boutiques.

In 2005, the CI was revised as part of a gradual standardisation of the brand image and a new store concept was introduced: A strategic measure to strengthen the identity and clear positioning of the brand in the luxury segment, and to support global recognition.

The Woldford Store Concept follows a uniform, appealing and unmistakable look, which embraces the luxury claim of the brand at the point of sale with a bright, clear and consistent interior design. White tones, satined glass and rounded shapes put the product world in the spotlight; whilst open presentation areas provide a backdrop that does justice to the products. In addition, the modular system allows the boutique design to fulfil the manifold requirements of different floor plans – for a global implementation in various sales channels.

Distribution is generally made up of Woldford and partner-run boutiques, factory outlets as well as concession shop-in-shops and Woldford online boutiques. Woldford also sells its products via exclusive department stores and specialist shops. The sales activities are focused on specific locations where the products are ensured the necessary exclusivity to be perceived correctly by customers.

MISS W

In 1977, Wolford launched a tights model with a shaping panty area and knitted-in compression. Today the brand lives up to the demand for functional models with an extensive range of shaping products in the Legwear and Lingerie collections.



photo by MAGNUS GERWIEN



photo by MAGNUS GERWIEN

VELVET DE LUXE

This model of tights has captivated the market since 1988 with a matt, opaque look. The finest fibres are transformed into an exclusive material, making the tights unbeatably soft and comfortable.

SEAMLESS BODIES

The seamless bodies from Wolford, which are based on the circular knitting technology used to produce tights, have been revolutionising the market ever since they were first launched in 1992. With its incomparable aesthetics, the seamless technology continues to be used to this day in bodies and shirts, and a consistent further development has seen it be incorporated into products from the Swimwear and Ready-to-Wear ranges too.



photo by MAGNUS GERWIEN



photo by MAGNUS GERWIEN

FATAL

These seamless tights represent an innovative product based on circular knitting technology. Two years of development resulted in the launch of a true technical wonder in 1994, and it remains a key part of the collection to this day.

STAY HIP

The world's first, comprising two individual stockings, has been revolutionising the wearing comfort of tights since 1998. The hybrid product combines the freedom of a stay-up with the secure comfort of wearing a pair of tights, and sits perfectly on the hips thanks to the two intersecting bands.



photo by MAGNUS GERWIEN



photo by WOLFGANG POHN

KAREN

A brand new procedure has recently made it possible to knit fishnet patterns into the finest tights material. The innovative knitting technology from Wolford is a development of the Ajouré knit and has been in use since 2010. It makes it possible to implement thrilling looks with both opaque qualities and fine tights.

INNOVATIONS

Master strokes of engineering and the company's innovative spirit are the foundations for the numerous innovations that Woford has launched over the course of its company history. These foundations were laid back in 1950 – with the start of production on pure silk and rayon tights on second-hand American machines, which were specially adapted from Woford. In 1954, further technological developments led to the première of the first seamless nylon stockings from Woford. In 1969, the new bi-component yarn Cantrece® was used to develop a transparent and extremely elastic pair of tights with an excellent fit – a revolutionary development for the period. Numerous other product developments followed and the research & development department worked, and continues to work, constantly on the development of new yarns and fibres, as well as on innovative knitting and refining techniques. The further development of the Ajouré knit, which allows net to be knitted into the finest of materials, is one example: A patent for the knit was registered in the brand's 60th anniversary year. With "Individual 10 Leg Support", Woford offers the finest and most transparent support tights using individual knit technology; whilst the "Fatal 80 seamless Stay-up" represents a hold-up stocking with no sewn on band – completely flat and smooth, and practically invisible, even when worn under light clothing. In the Lingerie product group, a novel stress-strain curve means that the innovative functional products can offer a perfect fit and the ideal effect to suit different requirements.

Continuous and intensive research and development works are carried out with the aim of creating more inimitable and unique products, and to further consolidate the company's role as a leader in innovation.



photo by HELMUT NEWTON

MILESTONES

The Woflord milestones are contemporary witnesses to innovative knitting art and extraordinary designs. The development of new products, new materials and new knit technologies documents the innovative potential that the brand has had since the very early years.

Nylon

The revolutionary fibre nylon, with main characteristics including elasticity and tear resistance, was first used at Woflord to produce stockings.



photo by MAGNUS GERWIEN

Double seam

Austrian première for the first circular-knitted nylon stockings with a double seam.

Ladder-resistant I

The first "ladder-resistant" tights were brought to market under the licence of the inventor Max Nebel.

Adjustable elastic

An attractive, hold-up stocking with adjustable elastic was launched.

Cantrece®

Start of development with the new bi-component yarn Cantrece®. The distinctive feature: a pair of transparent, elastic tights.

1950 1975



1977



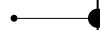
1981



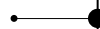
1954 1988



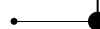
1962



1968



1970



Ladder-resistant II

The further development of the "ladder-resistant" tights brought Luxor. A pair of matt tights with a completely ring-free mesh structure and the very best wearing comfort.

Miss Woflord Tights

The first transparent support stockings. A perfect harmony between function and aesthetics, whilst the double-covered Lycra® also ensures long-lasting durability.

Raschel fabric

The first legwear made from the finest lace, which is manufactured on special warp knitting machines. The lace is stitched and incorporated in an exclusive Woflord design.

Velvet de Luxe Tights

Available across the world, exclusive to Woflord: A velvety soft, matt and opaque pair of tights, resulting from a special yarn manufacturing procedure. Remains a key part of the Essential Legwear collection to this day.



photo by MAGNUS GERWIEN

Satin Touch Tights

The launch of a pair of transparent, glistening tights, knitted with double-covered Lycra®, which sit on the leg like a second skin and are extremely durable.



photo by MAGNUS GERWIEN

Satin Opaque

The luxurious, very elegant material has an opaque and extremely even look with a satin sheen, and is used for tights. With Lycra®. Especially long-lasting.



photo by MAGNUS GERWIEN

Synergy

The material innovation was incorporated into stockings and bodies, for a subtle shimmer and soft feel.

1988 1990

Versailles Tights

A well-known designer provided the trigger for the development of these extremely soft, glittery tights. He had a cold during a meeting, and as he unwrapped a cough sweet from its glistening wrapper, he was struck by the idea: "We must create some tights that look like this".



photo by MAGNUS GERWIEN

1989 1991

Individual

Legwear on the way to a new dimension: the first tights in Europe with double-covered Lycra® in every row. Soft and gentle on the skin with a unique, uniform knit look.

1991

Opaque Naturel

"Cotton on your skin" — a special knitting process and the combination of yarns allow for cotton on your skin and a seductive exterior sheen for an elegant look.



photo by MAGNUS GERWIEN

1989

MILESTONES

Cotton Velvet

Velvet yarn combined with cotton resulting in a new, incomparably soft material, which is exclusively offered by Wolford around the world.



photo by MAGNUS GERWIEN

Le 9 Tights

A revolution in Wolford legwear – the transparent summer tights without Lycra®. Give legs a powdered look.



photo by MAGNUS GERWIEN

Seamless bodies

The first body without seams is launched: completely seamless for a new body sensation.



photo by MAGNUS GERWIEN

1992 1993

Aura 5 Tights

The most transparent tights from Wolford, with the finest, most exclusively developed Lycra® in the world.



photo by MAGNUS GERWIEN

1992 1994

Fatal 15 Seamless Tights

The first completely seamless tights that fit perfectly around the female body. A revolution in legwear thanks to the new knitting technology from Wolford.



photo by MAGNUS GERWIEN

1992

1996

Support & Forming

Supporting and shaping tights – models to create the ultimate in female beauty. Shaping the stomach, legs and bottom.

Swimbody®

The first swimwear by Wolford: Seamless one-pieces with refined designs and proven body knit technology: giving you the perfect figure on land and in water.

Merino

The refined natural merino wool is seamlessly processed into a body by Wolford. Outside the finest merino wool; inside cotton on the skin.



photo by MAGNUS GERWIEN

Fatal Hipster and Fatal Tanga

Two further seamless pairs of tights, which stylishly expand the Fatal product group with their additional benefits — either hip-huggers or incorporated opaque panties.

Swimkini®

Refined two-pieces expand the successful Swimwear range with proven Wolford knitting technology.

1996 1998

Wolford Men

The new collection comprises knee highs, socks and the first tights for men in the very best cotton-velvet quality.

1997 1998

Stay-hip Tights

A world's first, which combines the freedom of a stay-up with the secure feeling of a pair of tights. Stay-hip comprises two individual stockings, and sits perfectly on the hips thanks to the two intersecting bands. Registered as a global patent.



photo by MAGNUS GERWIEN

1997 1999

Fatal Tubes

Further development of the multi-purpose, seamless tubes in various materials. Fatal Fun, Fatal Beach, Fatal Magic, Fatal Edition, Fatal Opaque, Fatal Sheer.

1997



photo by MAGNUS GERWIEN

MILESTONES

bodyCulture

The first lingerie at Wolford. A small, purist range of lingerie is launched based on the traditional *Satin de Luxe* and *Velvet* materials from the Legwear and Bodywear ranges. The ideal addition to the other product groups.



photo by MAGNUS GERWIEN

Perfectly 30 Tights

The first 30-denier tights in the Wolford range. Ideal all-year tights in Wolford quality.

bodyCulture Synergy

The light, transparent tight- and body-quality *Synergy* is applied to the Lingerie collection for the summer for the first time. Hardly visible, hardly noticeable, with seamless slip and cups.

Viscose Collection

Wolford processes viscose for the first time for shirts, tops, pullovers, dresses, skirts and trousers. Knitted in a casual shape, pleasantly cool on the skin, and super versatile.

1999 2001

Logic Tights

The first tights from Wolford without the traditional elasticated waist. A high-tech development for the most sensual wearing experience.



photo by GÜNTHER KATHREIN

1999 2001

Long Distance Tights

The first support stockings with the anatomically and medically correct pressure profile for the seated position. Prevents swelling of the legs when sitting for long periods, and activates the blood circulation. Developed with the help of medical professionals.



photo by MAGNUS GERWIEN

2000

2000

Individual Nature® Tights

Nature and high-tech knitting technology combine to create a novel symbiosis. The result is the world's most transparent, fine and optically uniform tights made from natural fibres.

Merino Rib

The development of the first merino rib flat-knitted products.



photo by MAGNUS GERWIEN

Licence for Giorgio Armani Leg- and Bodywear

Wolford produces leg and bodywear for Giorgio Armani for the very first time — here in the Autumn/Winter 2004/05 collection.

First skirts and trousers

Wolford develops and launches two pairs of trousers and a skirt for the Spring/Summer 2004 collection, as a classical addition to the Wolford product range.

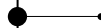
2002 2005



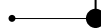
2003 2005



2005



2004



2004



Imperial Legs – Zac Posen for Wolford

Possibly the most expensive tights in the world — a work of art. US designer Zac Posen adorns this novel pair of tights with thousands of Swarovski crystals and metal plates. Strictly limited: Just 99 pieces in the world, each costing 500 US dollars.

Opaque Naturel Light Tights

The finest cotton tights on the market, exclusive to Wolford. They combine the benefits of synthetic fibres, concerning durability and uniform mesh structure, with the comfort benefits of natural fibres.

From Bodywear to Ready-to-wear

The launch of several models made from cashmere, merino and wool mixtures, and created using circular and flat knitting technology. The first knitted wool costume with matching coat is part of the Autumn/Winter 2005/06 collection.



photo by MAGNUS GERWIEN

MILESTONES

Lace-Up Tights

Sexy tights, which shape the hips, stomach and waist area up to the chest, as well as the legs. The development of a corsage look in the extended panty area is new here. Represented in the collection today as Shape-Up tights.



photo by WOLFGANG POHN

Opaque Naturel Light Lingerie

New lingerie series from a yarn composition developed especially for Wolford and featuring over 60% cotton. The series combines the benefits of synthetic fibres with the benefits of cotton.

Individual 10 Leg Support Tights

The first 10-denier fine tights with an anatomically adapted pressure profile with individual knitting technology. These tights set new standards for support products in view of their softness and aesthetics.



photo by MAGNUS GERWIEN

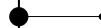
2006 2007



Ajouré

Wolford brings a line of the finest knitted Ajouré items to market as part of the 2007 summer collection. Cotton and Ajouré patterns are knitted seamlessly to create tops, cardigans and pullovers.

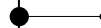
2009



Individual 5 Tights

The super-transparent tights provide great elasticity and an ideal fit thanks to the use of double-covered elastane.

2010



Tate Control Top Tights

An innovation in knitting technology, which combines design and function in fishnet tights. The comfortable and tight leg section descends seamlessly into a close-mesh net that gets finer as it runs under the foot.

2007



photo by WOLFGANG POHN

2007



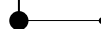
Care Collection

SLIM CARE 50 and HYDRA CARE 50 saw Wolford launch tights with cosmetic additional benefits for the very first time. The products, which come equipped with micro-capsules, help to support a smooth skin appearance or to keep the skin soft, due to the high-quality active ingredients.

2010



2010



Karen Tights

The innovative development of the Ajouré knit means that fishnet patterns can now be knitted into the finest materials.





© WOLFORD

Machines, which have been specially modified for the development of specific product characteristics, have been at the heart of the brand since the very beginning. The highly specialised knitting technology is the DNA – for the best product quality, the perfect fit and the very best in comfort.

With an in-house research and development department, a doubling mill, knitting mill, sewing room and dyeing mill, a colour laboratory and flexible partners in the supply industry, Wolford continues to astound with its innovations. Exclusive yarn compositions are used in material designations such as Velvet, an extremely soft polyamide yarn which is manufactured especially for Wolford, or Cotton Velvet, an ideal mix of cotton and soft velvet yarn. The creative use of knitting technology reveals the unique creations across all product groups.

The "Fatal" tights, which are fully seamless, even in the panties part; "Stay-Hip", the ingenious hybrid product between tights and stay-ups; "Logic", the comfortable tights without the conventional waistband; and the "Pure Energy", which have been designed especially for people who spend most of their day sitting down all originate from the unmistakable knitting expertise. Furthermore, their further development is manifested in stylish legwear, seamless figure-enhancing dresses, which compliment and track the female shape, or exclusive creations made from ready-made knit.

How many ideas, how many steps, and how many hands are needed to prepare a Wolford product for its big appearance?

Creativity, the latest CAD technology, modern knitting technology and fingerwork all make the meshwork of tomorrow possible today. However, today, as in the past, the creations from Wolford are implemented in many different production stages, which all build on one another. The most important stages are still done manually, to ensure that the high Wolford quality standards are adhered to.

At the beginning there is a thread. This is fed into a perfectly coordinated production process to create the meshwork of dreams. Over 430,000 km of yarn compositions, often developed in-house, are processed every day to create high-quality tights as well as other products. High-tech and manual production go hand in hand here. The product would not receive its legendary quality and unmistakable fit without the production workers, who, with their utmost concentration, intuition and attention to detail, are committed to Wolford quality.

REPAIRS



TECHNICAL MAINTENANCE



PRODUCTION

Each individual stage of production is followed by a manual control, for which the human eye, intuition, haptic skill and experience are indispensable: inspecting the yarn under the microscope; inspecting the length, breadth, size, resistance and elasticity; inspecting colours and absorption; and, finally, the final inspection before packing the product.

Highly qualified staff and a high density of quality controls guarantee the best possible quality, a perfect fit and the uncompromising comfort of Wolford products.

VISUAL CHECKING



SHAPING



Visionary and open to creative ideas, Wolford entered into creative partnerships with renowned designers from very early on. Wolford has been equipping the who's who of the international fashion scene with legwear for fashion shows since the 1980s.

In addition, the enfant terrible of the French fashion scene, Jean-Paul Gaultier; the queen of fashion design, Vivienne Westwood; and the creative genius Karl Lagerfeld have all utilised the opportunities provided by Wolford's innovative technology for the implementation of unique products. The creative partnerships lent the products new impetus, and the knitting expertise of the people from Vorarlberg was used uniquely for limited collections.

The French star designer Philippe Starck created a unique, innovative designer piece in 1988: "Starck Naked". An elastic and seamless revolution, which, as a versatile combination of tights and tube dress, provided a contemporary answer to the little black number.



DESIGNER PARTNERSHIPS



photo by GÜNTHER KATHREIN

Wolford & Vivienne Westwood

AW2002/03 to SS2006

Wolford's lovingly detailed craftsmanship with an original leaning formed a synergy as part of the cooperation with the British designer Vivienne Westwood. The design was based on the classic Scottish Argyle pattern, which is lent a unique look by the special knitting technology.



photo by KARL LAGERFELD

Wolford & Lagerfeld Gallery

AW2003/04 to SS2006

Karl Lagerfeld created modern, creative and figure-hugging models in his role as Artistic Director. Tights, dresses, skirts, shirts and tank tops, all bearing the hand of the designer; just like the packaging and the advertising materials.



photo by INEZ VAN LAMSWEERDE & VIHOODH MATADIN/
theCollectiveShift™/trunkarchive.com

Wolford & Emilio Pucci

AW2004/05 to AW2005/06

The dynamic colours and striking prints from the Florentine fashion house Emilio Pucci were applied to bodies, tights and leggings. Each pattern was a Pucci original and, as such, came with the famous "Emilio" text.



photo by PASQUALE ABBATISTA

Wolford & Missoni

SS2006 to AW2006/07

Knitting knowhow and design art were united in the cooperation with the long-standing fashion house Missoni to create colourful knitting designs. The classic Missoni zigzag and wave designs were utilised together with the folklore-inspired flower patterns.



photo by JAMIE ISAIA

Wolford & Zac Posen

AW2006/07 to AW2007/08

American designer Zac Posen created a homage to the female form with a limited design edition. The Wolford knitting technology provided the impulse to apply his creativity to luxurious legwear and bodywear.



photo by MEL KARCH

Wolford & Kenzo

HW2006/07 to FS2007

Wolford used precise knitting technology to create glorious, florally inspired patterns on bodies and tights for the luxury brand Kenzo. A successful symbiosis between two creative and innovative brands, which resulted in poetic and colourful products.



photo by MARCO MAREZZA

Wolford & Valentino

AW2007/08 to SS2008

The famous Italian couture house Valentino SPA joined forces with Wolford to create a luxury line comprising bodies and complementary stockings and tights. The design followed a subtle, classical line and stood out with its refined details and famous, bright Valentino red.



photo by HELMUT NEWTON

VISUAL LANGUAGE

Wolford has been setting an example in the visual sector for the past decades: on the one hand through the manifestation of a memorable logo which plays on the abstract image of a seam, and on the other hand through sophisticated imagery, created by renowned international photographers. Thus, for example, photographers such as Helmut Newton, Howard Schatz, Jean Baptiste Mondino, Bruno Bisang, Thiemo Sander, Günther Kathrein, Francis Giacobetti, Markus Klinko & Indrani and Rankin have all staged Wolford fashion products.

The central message of the image is always borne by the product, whose presentation finds its expression in the aesthetic representation of seductive women and the staging of femininity.

Helmut Newton – master of erotic photography – created distinctive interpretations of the seductive woman and staged women who embody both self-confident icons and battling Amazon women or the erotic femme fatal for Wolford. The French photographer Francis Giacobetti staged the feminine curves with the help of light and shadow; whilst the first range of swimsuits were photographed underwater by Howard Schatz – for a perfect symbiosis of the body and the wet element. With their extraordinary hand and a special artistic standard, Markus Klinko & Indrani, the New York photography duo, staged femininity in all its facets. And the British portrait and fashion photographer Rankin placed strong femininity and feminine assertiveness at the forefront, and created eye-catching product pictures. For a few seasons, the puristic orchestrations of the Austrian photographer Wolfgang Pohn give distinction to the picture message of the brand.

The never-ending story of femininity, fashion and photography that inspires both men and women across the world with its timelessness: Wolford is continuing the tradition.

Today the imagery of the brand is manifested in a timeless staging of beauty that places the product in the foreground. The images, which are quite elementary and without any opulent styling or pompous locations, present an aura of luxury; whilst the pure backgrounds act as projections of style and elegance. The characteristic representation propagates a stylish understatement across all product groups, which grants the products precedence amongst the scenery.



photo by WOLFGANG POHN

THE PRESENT

The Wolford brand ...

... today stands as an internationally recognised luxury brand with an extensive range of products for the wardrobe – from head to toe. It represents creative and innovative, but above all else high-quality, products.

The brand culture is lived by a dynamic team and implemented on a market-by-market basis. Experienced sales and marketing teams working in international locations use their expertise to implement the strategy and philosophy of the Austrian brand, which has its headquarters in Bregenz at Lake Constance, on a local level. Unmistakable knit expertise, quality, comfort and aesthetics, combined with a high level of innovation – these are the core attributes and, as such, the focus of the international brand strategy.

Wolford collections are sold in around 65 countries via a network of Wolford stores and retail partners, and impress discerning customers across the world with their uniqueness and distinctiveness.

And Wolford is not just a trendsetter in the world of fashion – the company is also a pioneer in terms of its active environmental policy. Having an ecological awareness is a given for a company that conducts the majority of its production at the Bregenz location, which lies close to a number of water protection areas. Thus environmentally friendly production, together with an efficient use of resources, stand as a key part of the company's long history. The company sees its use of targeted measures to protect the surrounding eco-systems as an expression of its ecological responsibility. The materials and colours that are used are ecologically tested, and the products fulfil the Oeko-Tex standard. In addition, the durability of the high-quality products helps to ensure that customers can enjoy them over the long term.

Together with its employees and business partners, Wolford is working continuously to secure sustainable business success, and is focusing on the long-term increase in company and brand value, taking into account short-term market and capital market requirements.

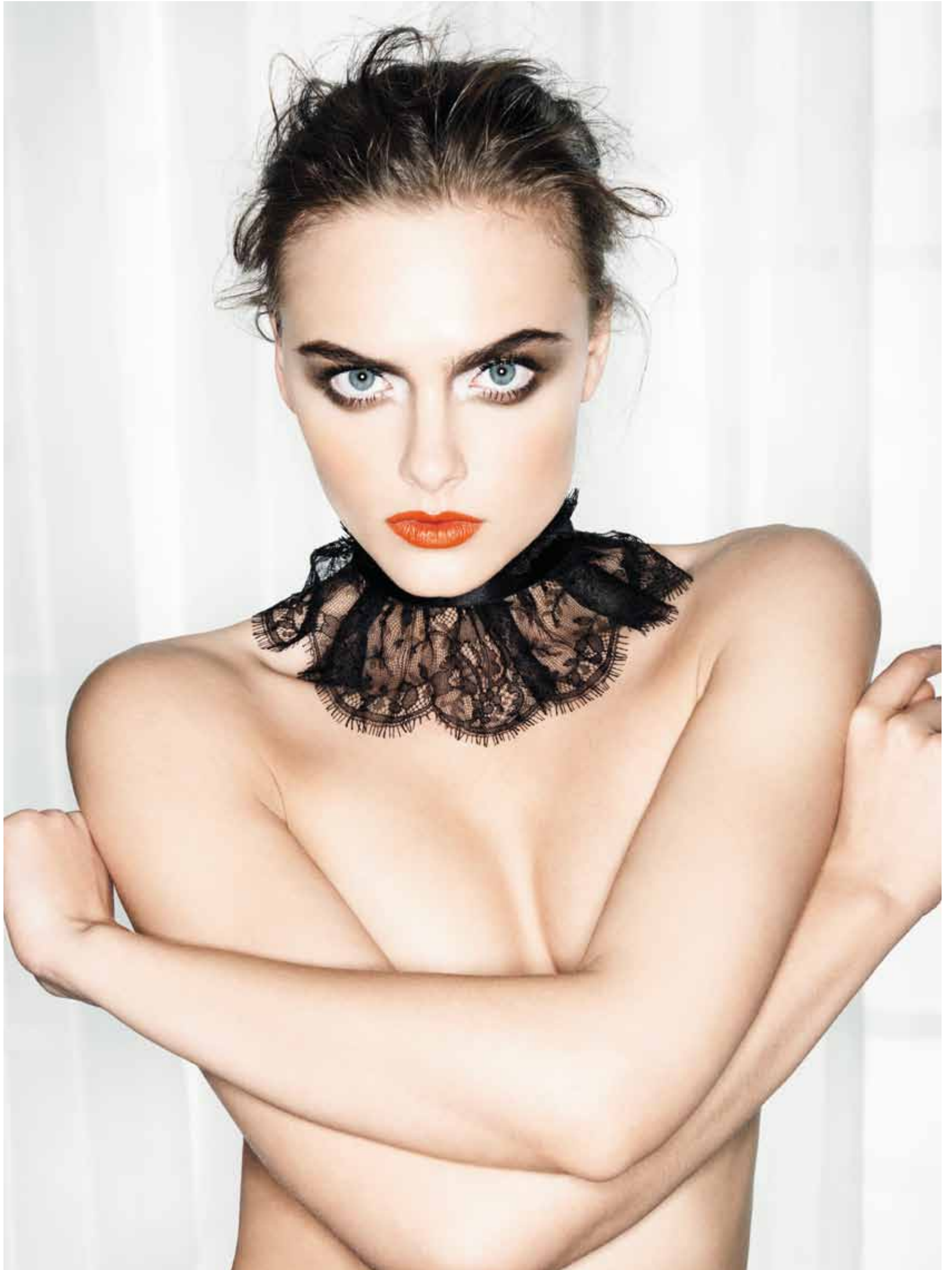


photo by WOLFGANG POHN



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