

A black and white photograph of a woman with dark hair, wearing a light-colored, form-fitting leotard with a dark waistband. She is captured in a dynamic, forward-leaning pose, as if running or leaping, on a sandy beach. The background shows the ocean and a clear sky. The overall aesthetic is sleek and athletic.

**| [Wolford] |**

**BRAND  
BOOK**

ESTABLISHED IN 1950 BY THE SHORES OF LAKE  
CONSTANCE IN THE CITY OF BREGENZ,  
WOLFORD IS THE LEADING GLOBAL BRAND IN  
LUXURY SKINWEAR.

DRIVEN BY PASSION AND INNOVATION, THE  
COMPANY PRODUCES SOME OF THE MOST  
EXCEPTIONAL FABRICS AND MANUFACTURES  
HIGH-QUALITY LEGWEAR, LINGERIE AND  
BODYWEAR.

Over the past decades, Wolford has collaborated with the greatest  
photographers and designers on the planet to jointly create some  
of the most epic advertising campaigns and brand collaborations.

The brand is present across the five continents through a selected  
network of directly operated boutiques, franchisee stores and  
multi-brand retailers.

As a core brand value, the company is committed to continuously  
improving its sustainability programs by funding numerous  
activities and driving technological innovation. This long-term  
commitment led Wolford to obtain the prestigious Cradle to Cradle  
Gold Certificate both for biological and technical cycle, being the  
first and only company in the apparel industry to be granted such  
recognition.

Wolford is a company listed on the Vienna Stock Exchange and  
since 2018 is part of the international luxury fashion conglomerate  
Lanvin Group.

On December 15th 2022 Lanvin Group has been listed on the NYSE.



ABOUT  
US

1950



## WOLFORD IS BORN

1954



## FIRST SEAMLESS

Wolford proudly presents its first seamless nylon stockings to start the unchallenged story of utmost comfort and finest quality.

1969



## FULLY TRANSPARENT

The first transparent pair of tights with a perfect fit is developed.

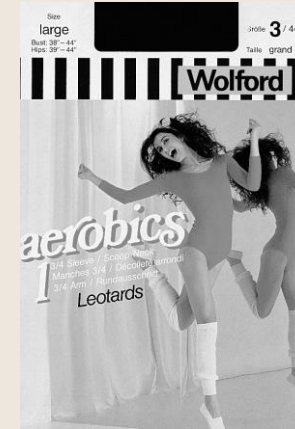
1977



## MISS WOLFORD

A transparent support stocking with a forming panty area and a perfectly graduated support function for the legs is invented.

1983



## AEROBICS RANGE

Wolford offers bodies in three different styles, keep-fit tights, leggings, legwarmers and headbands.

E  
TIMELIN

1988



### SATIN TOUCH

Wolford's glistening tights become the brand's everlasting bestseller.

1992



### BODY REVOLUTION

Innovative bodies without side seams, knitted from the yarn innovations Synergy, are launched.

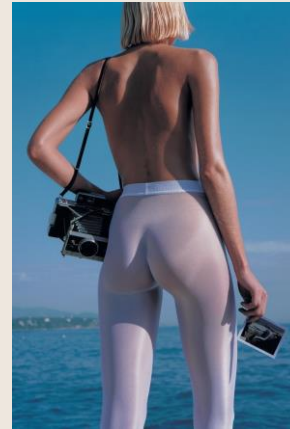
1997



### MERINO

Wolford succeeds in combining style and technology: knitting of the finest merino wool with equally fine cotton yarn.

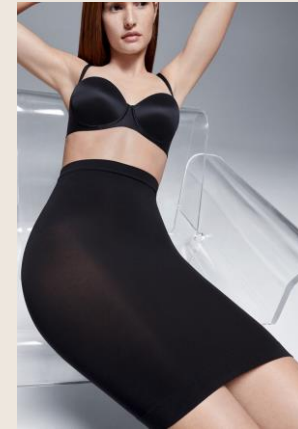
1999



### MISS WOLFORD

Wolford introduces the first completely seamless tights.

2011



### SHAPE AND CONTROL

Wolford reinforces the principles of femininity and confidence with the development of shaping styles.

E  
TIMELIN

2014-15



## PURE 50 + 10 TIGHTS

Wolford introduces a new range of ultimate legwear with glued invisible seams and silky fit.

Wolford becomes the world's first manufacturer of tights systems partner of bluesign®

2018

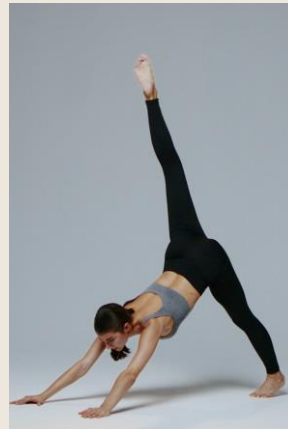


## AURORA

Launching the first biodegradable leggings.

The company obtains the Cradle to Cradle™ Gold Certificate for biological (2018) and technical cycle (2019)

2020



## THE W

Wolford adds a new pillar to its brand DNA: The W.

Athleisure at its best, a line with a strong character, able to follow the rhythm of the times whilst understanding the movements of the body.

2022



## LANVIN GROUP

In December 2022 Lanvin Group debuts on New York Stock Exchange.

Wolford is part of Lanvin Group.



SINCE 1950 WE ARE ON A QUEST,  
TO EMPOWER WOMEN.

FOR US, OUR PEOPLE, OUR COMMUNITY AND OUR PLANET ARE ONE.  
A PRIORITY.

WE ARE PROUDLY GLOBAL  
WITH AUSTRIAN ROOTS.

WE ARE THE LEADING SKINWEAR BRAND IN THE WORLD.  
BACK THEN, RIGHT NOW.



WHO WE  
ARE



BORN TO EMPOWER. WE HAVE ALWAYS BEEN ON THE SIDE OF WOMEN.  
RELENTLESSLY, WE HAVE NEVER FOLLOWED RULES. NEVER WILL.  
FOR US THE STATUS QUO IS ALWAYS TO BE CHALLENGED.

OUR JOURNEY IS ABOUT GIVING WOMEN A VOICE, THROUGH TIMELESS FASHION.  
A VOICE THAT SOMETIMES WHISPERS, A VOICE THAT SOMETIMES SHOUTS OUT  
LOUD. A UNIQUE VOICE. A PERSONAL VOICE.

FOR US, CREATIVITY, QUALITY AND STYLE ARE MEDIUMS OF EXPRESSION.  
AN EXTRAORDINARY JOURNEY DEDICATED TO WOMEN.  
WE WILL NEVER SETTLE.

THE STAKES ARE HIGH.  
WE FEEL GUARDIANS OF SOMETHING UNIQUE.  
YOUR SKIN. YOUR SENSATIONS. YOUR FEELINGS.

BEING FEARLESS IMPLIES RESPONSIBILITY.  
LIVING PASSIONATELY REQUIRES DISCIPLINE.  
FREEDOM IS PRICELESS.

OUR ODYSSEY HAS BEEN EPIC.  
SINCE 1950. ALWAYS.  
FOR YOU. FOR ALL.



[[Wolford]]

# O MANIFEST

# PRODUCT CATEGORIES



## HOISERY

Since 1950, an iconic staple of the brand. Made from high-quality materials to provide a luxurious feeling.



## LEGGINGS

A signature product of the brand developed with advanced techniques and ergonomic features.



## SOCKS AND KNEE-HIGH

Wolford's collection includes a variety of styles, including ankle socks and knee-high socks designed to provide comfort and timeless style.



## BODYWEAR

Wolford bodywear is a collection of high-quality skin-to-skin, comfortable and contemporary undergarments.



# PRODUCT CATEGORIES



## CLOTHING

Wolford offers a range of timeless clothing known for its quality and versatility.



## LINGERIE

The brand's lingerie collection is known for its exceptional craftsmanship and luxurious materials.













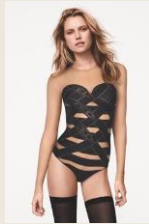

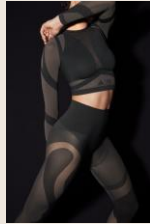
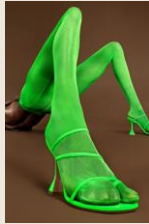

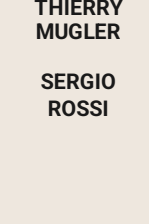
## BEACHWEAR

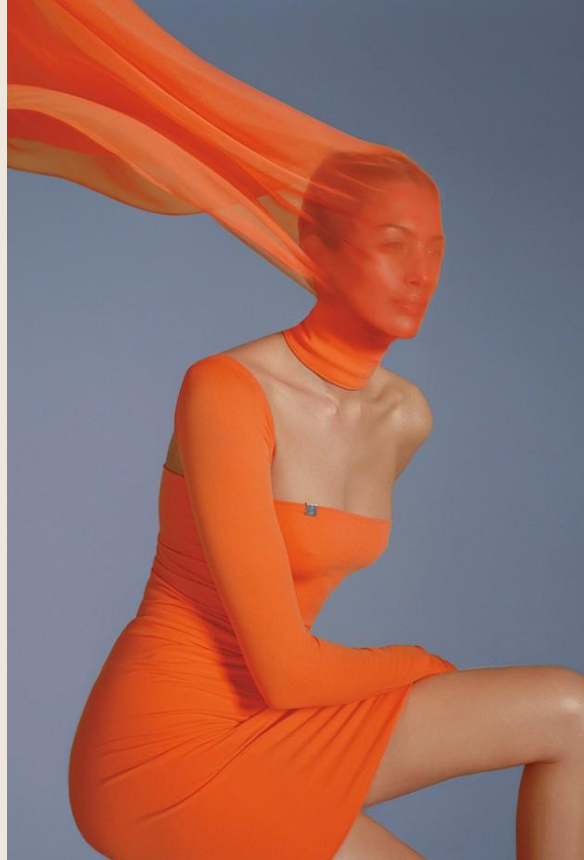
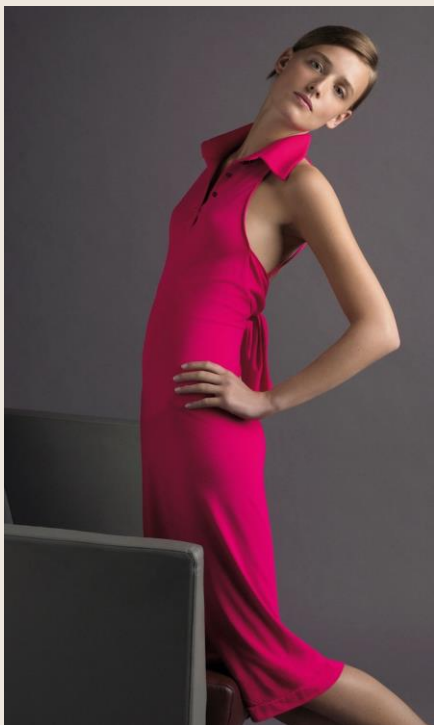
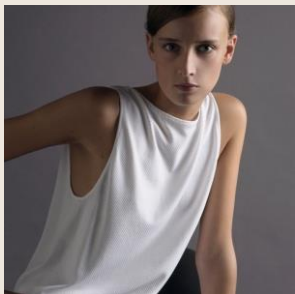
A collection of swimsuits, cover-ups and accessories designed to enhance the female figure.

SUMMARY OF COLLABORATIONS



COLLABORATION

1981	1994	1999	2004	2004	2006	2010	2007
							
CHANTAL THOMASS	THIERRY MUGLER	JEAN PAUL GAULTIER	KARL LARGERFELD	VIVIENNE WESTWOOD	MISSONI	CHANTAL THOMASS	VALENTINO
2007	2010	2017	2019	2021	2021	2022	2022
							
ZACK POSEN	GIORGIO ARMANI	MARINA HOERMANSEDER	VETEMENTS	ADIDAS	AMINA MUADDI	ALBERTA FERRETTI GCDS	THIERRY MUGLER SERGIO ROSSI



[[Wolford]]

# S COLLABORATION

## KARL LAGERFELD

Karl Lagerfeld's collaboration marked a holistic approach as the designer managed the artistic direction of the collaboration including product design, packaging, photography and advertising material.

Photos by Karl Lagerfeld

## KENZO

Precise knitting technology created the iconic florally inspired patterns on bodies and tights for Kenzo, resulting in a poetic and colourful collection that embraced femininity.

Photos by Mel Karch



## VALENTINO

The famous Valentino red and refined details marked a luxury line compromising bodies and tights with the renowned Italian couture house.

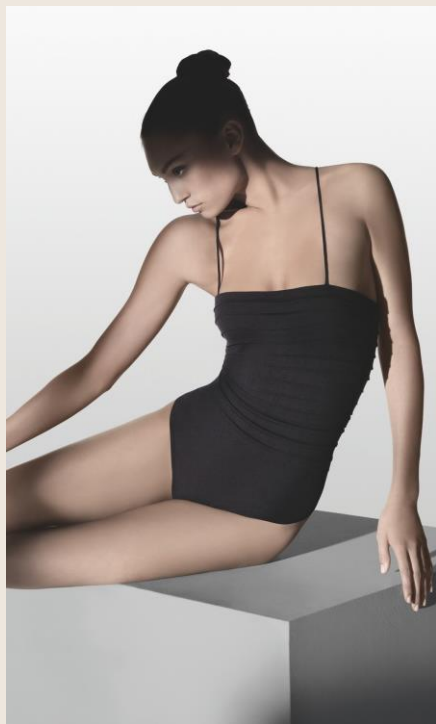
Photos by Marco Marezza





## GIORGIO ARMANI

The Armani Group awarded leg and bodywear license to Wolford for many years. Quality, design, perfection in every detail and exceptional materials created a comfortable, dynamic and modern line for everyday luxury.

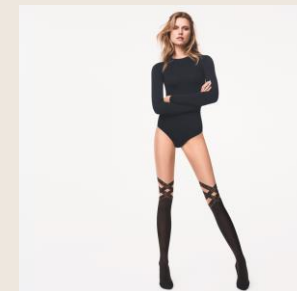


BRAND BOOK



## MARINA HOERMANSIEDER

The collaboration with the French-Austrian designer gave birth to a boldly knitted collection of black and nude pieces.



[[Wolford]]

COLLABORATION



**ALBERTA FERRETTI**

The brands collaborated in the creation of a capsule collection that expressed the strength of femininity and sensuality through the eye of tradition, craftsmanship and the excellence of Made in Italy.

Photos by Rafael Pavarotti



**GCDS**

A striking capsule of athleisure outfits is developed for this partnership creating a unique expression of the brand.

Photos by Nadia Lee Cohen



**S**  
**COLLABORATION**

## MUGLER

Mugler and Wolford reunite to launch a new collaboration capsule portraying Mugler's iconic lines.

Photos by Carlijn Jacobs and Zhong Lin



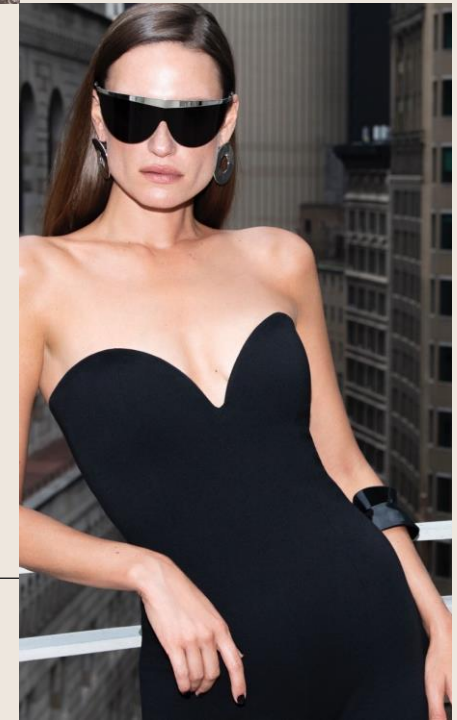
BRAND BOOK



## SERGIO ROSSI

The sensual and provocative capsule with luxury Italian footwear label marked the first collaboration of both brands owned by Lanvin Group.

Photos by Haris Farsarakis



[[Wolford]]

# COLLABORATION

**SUSTAINABILITY AT WOLFORD HAS BEEN A  
FUNDAMENTAL VALUE SINCE ITS FOUNDATION  
IN 1950.**

By taking a holistic approach towards sustainability, complemented by a long-lasting stylistic viewpoint, the company has implemented throughout the years numerous initiatives focusing on three interlinked pillars: social, environmental and economic.

Capitalizing on its innovative spirit and technological edge, Wolford is committed to continue improving its standards and helping create a more sustainable and responsible fashion industry.



**SUSTAINABILITY**



SUSTAINABILITY PHILOSOPHY

Timeless Design

The brand’s collections are characterized by iconic, perennial and versatile designs. A series of must have staple pieces that range from the black tights to the Fatal dress.

Long-Lasting Quality

Through a strong commitment to luxurious quality. By utilizing durable and highly performing fabrics and manufacturing technics in harmony with the environment.

Transversal Sustainability

By continuously monitoring and improving the brand’s sustainable practices across environmental, social and economical pillars. With specific focus on applying a Cradle to Cradle™ approach and implementing the bluesign® system standards among other initiatives.



# SUSTAINABILITY



SOCIAL

By placing human beings at the center, Wolford is committed to well-being through a holistic approach. From a social standpoint, this includes customers, employees and communities.

By developing extensive workplace safety precautionary measures and in-house health promotion programs to our employees, we ensure that materials and chemicals used in production are harmless to human health. Wolford is actively involved in the fields of safe textiles and environmental protection..

Wolford believes in cultural diversity creating a major impact on the business success of an international company. More than 48 nationalities are represented at Wolford Group and about 80% of the employees are women.

As a means of ensuring adherence to environmental and social standards above and beyond respective statutory regulations, all suppliers are obliged to comply the Code of Conduct of the German Textile Association, the STANDARD 100 by OEKO-TEX® and EU’s REACH Regulation

ECONOMIC

The Wolford Group business model is based on covering most of the value chain – from design and development to parts of the manufacturing process and global omnichannel distribution, including its own boutiques. This makes the company highly independent and enables it to respond quickly to the latest market trends.

Wolford is an incorporated company that has been listed on the Vienna Stock Exchange since 1995 and has been on the Standard Market since September 2018.

Wolford’s financial aim, in respect to social and environmental priorities, is to create value to its shareholders and the wider groups of stakeholders involved in the success of the company.

AWARDS AND RECOGNITIONS



BLUESIGN

Wolford is the first skinwear producer in the world partner of the bluesign® system, which stands for safe textiles, environmentally compatible production and the careful use of natural resources.

Wastewater management, for example, has long been a priority for Wolford, as our manufacturing facility in Bregenz borders on a protected area where the city’s drinkable water supply is located, close to the protected shores of Lake Constance. Wastewater discharges at Wolford are channeled to the water treatment plant in Bregenz, based on a long-term agreement.

We will continue to evaluate and improve our sustainable practices to maintain and exceed these standards.



CRADLE TO CRADLE

To date, our Cradle to Cradle Certified™ collection is the one of which we are most proud. It won the company a Gold award for the development of environmentally compatible products in both the bio-degradable and recyclable categories; and it is set to implement our future product lines.

For certification requirements, every section of the product cycle must be sustainable: from the wastewater being free of toxins, to the use of renewable energy in production, to the development of toxic-free dyes, and the guarantee that materials can be fully recycled or biodegraded.

Our hope is that as many companies as possible benefit from our research and development in this area. We’re happy to share any and all of our sustainable expertise.





HIGHLIGHTS

100%

RECYCLED POLYBAGS

22

TONS OF PAPER SAVED EACH YEAR

50%

OF PACKAGING USES FSC  
CERTIFIED CARDBOARD

1<sup>ST</sup>

PANTYHOSE MANUFACTURER  
TO BECOME BLUESIGN®  
SYSTEM PARTNER

32

GOLD CRADLE TO CRADLE™  
CERTIFICATIONS

50%

OF OUR PRODUCTS SHOULD BE  
RECYCLED BY 2025 EITHER  
BIOLOGICALLY OR TECHNICAL CYCLE

ALL

SUPPLIERS OBLIGED TO COMPLY TO  
THE STANDARD 100 BY OEKO-TEX®  
AND EU'S REACH REGULATION





[WWW.WOLFORD.COM](http://WWW.WOLFORD.COM)

