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My sweet Wellensteyn

From Mallorca to Macy's – The Brandungsparka will soon become available around the world

What do the fishermen of the Majorcan port d'Andratx, Moscow Special Security Forces and Harbor workers have in common with Blohm Voss? They depend on the Wellensteyn World of Jackets.

Headquartered in Norderstedt near Hamburg, Wellensteyn has experienced a rapid rise during in recent years: Once a manufacturer of functional protective clothing, today Wellensteyn supplies 800 customers in the textile retail trade in Germany alone, with an additional 300 loyal customers from other European countries.

The catalyst for the unprecedented growth is Ruediger Franke, owner of Authentic Styles. In three years time, Franke has parlayed the all-ready strong Wellensteyn reputation in the industrial sector into a bonified consumer fashion brand.

More than 60 years in the making, the Wellensteyn story "is a mad history – just like the madness of fashion industry itself", says Franke. Initially, founder Adolf Wuttke started as a filler rod dealer and quickly made a name as a manufacturer of technical instruments for deep-sea excavation purposes.

The workers, who were busy with these devices, needed suitable protective clothing. Accordingly, Wuttke fashioned a parka of waxed sailcloth (its' modern-day derivative is the legendary Brandungsparka). And so the reputation of quality jackets began to grow...today Wellensteyn jackets are the European standard for shipyards, emergency service personnel, airport workers and even the Muscovite Special Security Forces (see the Siberia). For the record, the Wellensteyn mechanical devices are still in use today!

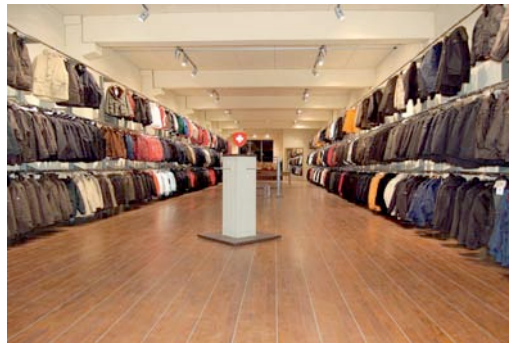
Wuttke and his World of Jackets were not lost on his Grandson – Thomas Wuttke. True to his family lineage, Thomas embodied the entrepreneurial spirit. When speaking of the exciting new developments, Wuttke radiates with enthusiasm and energy, "already as a child I collected jackets", says Thomas.

Amid the increased popularity, quality & consistency remain the constant focus. "I find, the product must speak for itself". Quality merchandise coupled with an acute business sense, the Wuttke–Franke tandem is a perfect match. Franke explains: "Wellensteyn is exactly the product I had looked for. How to successfully fuse function and fashion? I concerned myself with this question for a long time."

With forces combined, Wuttke & Franke began the task of establishing a top-quality apparel brand servicing multiple markets. "We supply faster than larger competitors, ordering jackets is easy, and there is no minimum order", explains Franke, who along with Wuttke has established a NOS program (never-out-of-stock).

With the industrial safety clothing on the one hand and the jacket collection for the specialized retail trade on the other, Wellensteyn is a significant player to be reckoned with in the European outerwear marketplace.

Wuttke wants to "offer jackets for everyone, From ages 4 to 80, in a price range available to all". As the best seller of Wellensteyn, the record breaking Brandungsparka is leading the charge, as the Company sets its sights on North America.



For more information please visit:
www.wellensteyn-usa.com