

EUROWAVE

VOGUE

SEPTEMBER
2008
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Usb only



**tilda
swinton**

LA MOSTRA DE
CINEMA DI ANNO

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CINEMA DI ANNO

L'UOMO

VOGUE

Style at Barneys



Las Vegas



New York



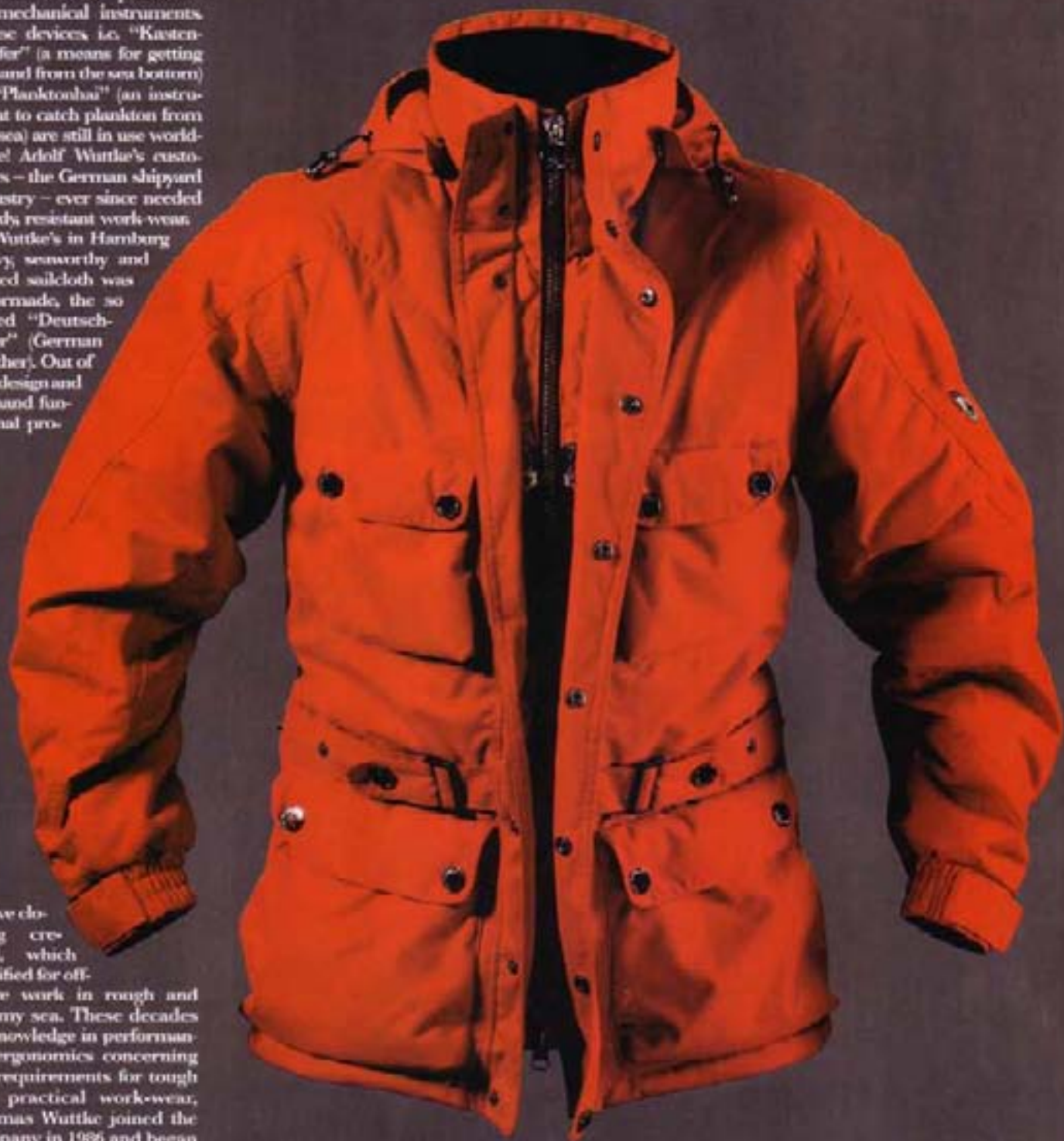
Dallas

The Story

Wellensteyn, the primary authentic "work-wear" jacket for men and women. Tested and approved functionality, innovative fabrics and excellent quality for all purposes. 60 years ago Adolf Wuttke began his business as a welding rod reseller in Hamburg, but soon launched the production for deep submergence mechanical instruments. These devices i.e. "Kastengreifer" (a means for getting up sand from the sea bottom) or "Planktonhai" (an instrument to catch plankton from the sea) are still in use worldwide! Adolf Wuttke's customers – the German shipyard industry – ever since needed sturdy, resistant work-wear. At Wuttke's in Hamburg heavy, seaworthy and waxed sailcloth was tailormade, the so called "Deutschleder" (German Leather). Out of this design and demand functional pro-

ductive clothing created, which qualified for off-shore work in rough and stormy sea. These decades of knowledge in performance, ergonomics concerning the requirements for tough and practical work-wear, Thomas Wuttke joined the company in 1986 and began to create a new generation of functional jackets. The owner permanently supervises the production site himself, several times a year, to keep Wellensteyn's quality at its highest level!

WELLENSTEYN

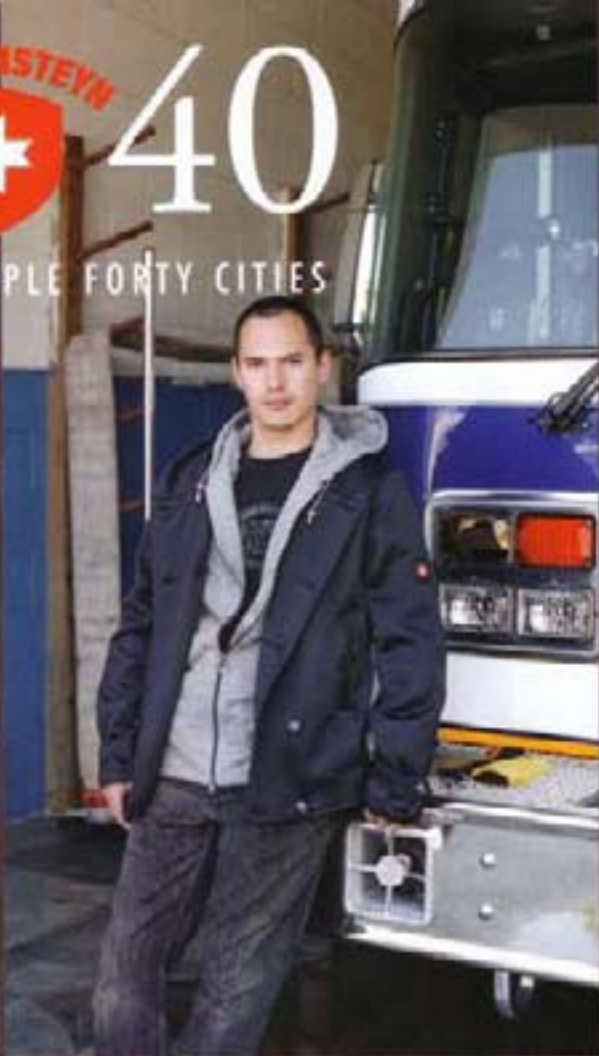


MOTORO

Fusion of function and fashion.

40 WELLENSTEYN 40

AMERICA FORTY PEOPLE FORTY CITIES



The Story

Eric and Rudy accidentally met in New York. Soho. Eric's unique voice lured Rudy who was looking for a location for a Wellensteyn store and they finally started talking and had this crazy idea to do a special catalogue together for Wellensteyn: Traveling 7100 miles and covering 40 cities to photograph 40 people with their 40 different stories in 20 states in 12 and 1/2 days is an amazing adventure to join with Wellensteyn authentic "work wear" jackets. Wellensteyn was founded 60 years ago in Hamburg/Germany by Adolf Wuttke for the toughest imaginable working conditions, such as the Hamburg dockyard. Wellensteyn originated as a producer of deep-submerge mechanical instruments designed to withstand the rigors of the North Sea. Wuttke also realized his customers, technicians and dockhands in the shipyards of Germany, were in need of sturdy, water-resistant workwear. Consequently, Wuttke developed a heavy, seaworthy, waxed sailcloth to provide superior durability for those exposed to some of the toughest elements. The result is the legendary Brandingsparka. In 1986 the grandson Thomas Wuttke developed a new generation of jackets that combined function with fashion for men and women. The product's innovative development has resulted in success throughout Europe and most recently in North America. Wellensteyn, Guerrilla Style Marketing and EdMedia created the 40/40 Coffee Table Book which was shot by world renowned photographer Poppy de Villeneuve featuring 40 interesting people in 40 different cities of varied regions in the United States. The book is representative of Wellensteyn as a forward thinking brand showcasing quality and functionality expected in rugged workwear, coupled with the sophistication of high-end European fashion sensibilities. The result is a tremendously versatile family of impressive outerwear jackets worn by very genuine people surrounded by the elements of their natural American environment. It was a crazy trip full of emotions, individual stories, unique voices, amazing people altogether an adventurous trip.

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