



Wellensteyn to Launch 40/40 Coffee Table Book **Shot by Famed Photographer Poppy de Villeneuve**

NEW YORK, NY (May 2008) – German outerwear company Wellensteyn and the Guerilla Style Marketing GmbH has collaborated with EdMedia Inc. to create the 40/40 Coffee Table Book shot by world renowned photographer, Poppy de Villeneuve featuring photographs of real people from 40 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 work-wear, 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.

Founded 60 years ago by Adolf Wuttke, Wellensteyn made the first authentic “work wear” jackets for the toughest imaginable working conditions, such as the Hamburg dockyard. In 1986, the company developed a new generation of jackets that combined function with fashion. The brand’s tried and tested functionality, innovative materials and outstanding all-purpose quality have ensured its enduring popularity. The product’s innovative development has resulted in success throughout Europe; Russia, Japan and most recently in North America.

EdMedia Inc.’s partnership with Wellensteyn and Guerilla Style Marketing has resulted in the highly stylized and forward thinking 40/40 Coffee Table Book that reflects 7100 miles of traveling covering 20 states in 12 and 1/2 days. The pages are filled with Poppy de Villeneuve’s photographs of “real” Americans wearing one of the selected 40 Wellensteyn coats alongside short descriptions and adventure stories. De Villeneuve chose to shoot the winter outerwear in traditionally cold environments such as mountains and fishing towns and the fashion forward jackets in more traditional fashion cities such as Los Angeles, San Francisco, and New York. The main focus of each shot is to capture the “real” models naturally while wearing the functional and fashionable Wellensteyn jackets.

The art director of the 40/40 Coffee Table Book is Joseph Alfieris who is most notably known for his award winning publication Contents Magazine. Awards include Print Magazine, Communication Arts Magazine, and The Society of Publication Designers. The much anticipated book will launch in conjunction with the trade show presence of the Pitti in Florence, Bread & Butter in Barcelona, ENK Collection and Project in New York and the Project in L.A.. It will also be available online at www.wellensteyn-usa.com. Wellensteyn is planning to open a store in New York City in the future time.

About Wellensteyn

Wellensteyn has developed patents and solutions for man and the environment for generations. Every place where man faces challenges with nature’s elements, Wellensteyn offers the most sophisticated outerwear solutions. The new Wellensteyn clothing generation is defined by the unique fusion of function and style. State-of-the-art fabrics and innovative finishes define the specific quality of Wellensteyn jackets. To collect them is “pure pleasure”.

About Poppy de Villeneuve

Poppy de Villeneuve was born and raised in London. Her father is Justin de Villeneuve, the Sixties fashion photographer who discovered Twiggy, and her mother is the model Jan de Villeneuve. Poppy herself began modeling at the age of 17 but found it “boring” and found her true passion in photography. She studied at the London College of Printing, and since graduating has worked for publications including Vogue, Dazed & Confused, The New York Times Magazine, Esquire and Paper.

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