WHAT IS A BRAND?
WHAT DOES NIKE SELL?
WHAT DO WE SELL?
What is confidence to 25 to 52 year olds:

• Wool in Performance
• Wool in Style
• Wool in Room & Home
Experience. Wool.
Our journey begins long before yours starts.

Hand-selected, natural materials crafted through a process, proven and perfected. Wool welcomes innovation, allowing mastery of both fashion and climate. Striking the balance between expedition tested and red carpet contemporary, wool is not fast fashion.

With confidence on your cuff and control on your collar, enhance your aesthetic and elevate your performance. The versatility of the fabric matched only by the diversity of its wearer, wool is the only fabric crafted for the purpose, of meeting any purpose.

Over the river and onto the runway, take the legacy of wool and leave your own.
PHOTOGRAPHY
CRITERIA
Present wool as an accompaniment to a cool lifestyle

Not an isolated product that must set the tone on its own.
2. Use cropping and photo compositions that avoid focus on specific gender, age or race
Be candid. Capture an admirable but realistic slice of everyday vs. fashionable perfection
ENOUGH TALK.
PERFORMANCE
CONFIDENCE. NOT JUST ON THE SLEEVE, BUILT INTO IT.

Experience. Wool.
DISTINCT. NEVER MISTAKEN FOR FAST FASHION.

Experience: Wool.
ROOM & HOME
UNCOMMON. AND NEVER CEASING TO AMAZE.

Experience. Wool.
THANK YOU.