

# Introducing The Wolf Gang



The Wolf Gang continues to evolve beyond our iconic suede accessories, with a focus on travel, art and culture inspired by the faraway lands we travel and dream of traveling to.

Our intention has been to grow our seasonal collections to solidify The Wolf Gang as a lifestyle brand, offering a seamless collection of apparel, knitwear and accessories, while translating our signature suede colour palette of earthy neutrals and pastels, with accents of seasonal pop colours, into fashion pieces, for a consistent and recognisable brand evolution. We will always offer Core Accessory styles, which will sit alongside new season products.

Our inspiration for the brand has always stemmed from our love of travel and rich cultural experiences, paying homage to the sights and sounds of faraway places that now dance in our memories. It is this inspiration that weaves its way through the brand, from the natural fabrications of linens, cottons, hems and raw cut suedes, to the earthy tones paired with vibrant injections of colour, and tribal accents like contrast piping, embroidery, custom monogrammed buttons and coins, and our signature hand-crafted cotton tassels.

We create timeless pieces that celebrate exotic beauty from far and wide - think ornate vintage Morocco, artisanal tribes of Africa and the breathtaking landscapes of Central and South America - the sun and sands of faraway lands.



# Reducing our environmental footprint:



## Recycling

We have now switched the following to recycled materials:

- Our swing tags are now made from 100% recycled paper
- Updated neck labels, size pips and wash/care labels are now made from 100% recycled polyester



## Vegan friendly raffia accessories

Our raffia goods have fast become a popular and identifiable category in our range. The styles are 100% custom, hand woven into TWG patterns and bag shapes. The raffia is sourced from its native home of Madagascar, where it grows freely in the humid climate.



## Hemp bag linings

We have updated all of our bag linings and dust bags from 100% cotton to 100% hemp, in an effort to add sustainable practices where we can! Hemp is far more sustainable in comparison to cotton in the following ways:

- Requires about half the amount of water to produce hemp
- Hemp produces about 200% – 250% more fibre in the same amount of land compared to cotton
- Hemp fibre is much stronger and more durable than cotton.
- Requires no pesticides or chemicals to grow
- Is highly breathable
- Has moisture wicking and anti-bacterial properties



## Natural Fibres

We have consciously transitioned away from using largely synthetic based fibres in our apparel and knitwear, in favour of breathable, high quality natural fibres. We have reduced our synthetic usage, limiting this to linings and blended fabrics where needed for fabric stability and increased fabric memory, to ensure your TWG garments can be treasured season upon season.

Our ranges are now largely fabricated in linen, cotton, viscose, rayon, cupro and silk. Yarns used for our knitwear also feature natural fibres, including Australian certified wool.

Linen and rayon offer superior breathability to the wearer. The hand feel is smooth and cool to touch, making it the perfect mid-weight trans-seasonal fabric for day to night styling.



## Suede and Leathergoods

We use cow leather and suede which is sourced from both local and international markets as a by-product of the meat industry and also pending availability, to ensure the hides meet our premium quality standards. We make use of offcuts and core colours to ensure we minimise our wastage as much as possible. This is also why we encourage correct suede and leather care, to prolong the life of our leathergoods, with a mentality of quality not quantity.