

SCHNEIDERS CELEBRATES ITS 70TH BIRTHDAY!



80 YEARS OF 'UNCOMPROMISING PERFORMANCE' BY BLAUER

Blauer's
Jacket Protection
isn't always wasted...

80
ANNIVERSARY
1936-2016

it can also be hip length, mid length or knee length.

Everyone has different needs. That's why Blauer offers four different, but very practical, jacket lengths. And no matter what length you choose - waist, hip, mid, or knee- you get the same high level of protection.

WeAr wishes a Happy Birthday to the thriving, 70-year-old **Schneiders Bekleidung GmbH**, or simply **Schneiders**, an Austrian-based 'fine hunting and formal attire' womenswear and menswear company that embodies its principles of heritage and value. This family-run business has been marrying the old and new since 1946, holding true to its belief that 'the spirit of the past always lives in the present' and bringing its motto to life with an ever-present classic Austrian touch. To mark the anniversary, Schneiders' design team has developed the 'Heritage Capsule Collection' for A/W 2016/2017, inspired by the rich history of both the company and Austria. At the forefront of the collection, the 'Dirtl Trench' – named after Austria's famous motorcycle speedway European Champion of the 1950s, Fritz Dirtl – refers to an Austrian national hero as well as the fashion of that particular era, i.e., the then-popular raincoats manufactured under Schneiders' 'Delphin' label.

The 'Heritage Collection' features outdoor pieces (in rich warm tones such as cinnamon and chili) and indoor styles (in bubble gum and pearl gray) that provide the necessary warmth and features to withstand the colder seasons and transitional periods. Limitless in their pursuit of new silhouettes and lavish material combinations, the team has reinvented the classics – think standing-collar jackets made from snuggly-soft virgin cashmere; classic two-button blazers in panama; a fine wool-silk blend; and super-light down reversibles with fur linings – delivering the exact same covetable mix of comfort, originality and subtle luxury that Schneiders has epitomized for 70 years and that it celebrates today.

www.schneiders.com

This year marks **Blauer's** 80th anniversary. The brand was launched in Boston, USA, in 1936 and quickly became the nation's leading uniform supplier, worn by all police corps, branches of the US Army, firemen and forest rangers. **FGF Industry Group Srl** signed a licensing agreement with Blauer in 2001 and made the brand a roaring success in the Italian market before rolling it out throughout Europe and across other continents.

Blauer's motto – 'Uncompromising Performance' – stands for a company that values incessant exploration, crosses boundaries and experiments with new products. Technical innovations and the ability to anticipate and respond to the demands of the market have been among Blauer's strengths for years. One of its most recent products, the 'Electric Heat Generator' jacket, allows the wearer to regulate the garment's temperature, thus turning it into a wearable environment. FGF Group continuously invests in research to enable Blauer's menswear, womenswear and kidswear collections to remain at the cutting edge of apparel design while staying true to the brand's DNA.

To celebrate its anniversary, Blauer has launched a video project that focuses on its signature garments and history. The subject is the narrative voice that expresses the Blauer spirit, in a story that runs from the origins of the brand to today with memories and suggestive images of street life in American cities. Vintage footage and Blauer archive photographs mix and mingle in the film with the story's protagonists: jackets, vests and other garments. The film is a tribute to the builders of the brand, its customers and products. Happy Birthday, Blauer!

www.blauer.it