



W AND FRIENDS

The 'W' in the brand name stands for the family name 'Welzel', pointing to the young label's relationship to Germany's esteemed textile specialist family. The collection oozes nonchalance, light-heartedness and creativity through its high-quality cashmere knits, other yarns and jersey pieces: an individual style, worn by men with presence, confidence and expressivity. The designs are developed with a fine eye for detail. W and Friends offers two main collections per year, as well as a flash programme for immediate order, allowing a prompt reaction to fill the P.O.S.

www.w-and-friends.de