

BRAND PROFILE

Established in 2006, WILD was based on the idea of creating a clothing brand for children that will increase their awareness of the beauty of nature. We are crazy about the esthetics of nature with its countless amazing plants, flowers, and animals.

We look for ways to combine this love of nature with our professional background as designers.

Designed in-house, our unique digital prints draw their inspiration from the elegance of the natural world and all the beauty it has to offer. In today's urban culture, we want to give people the opportunity to experience this exquisite beauty for themselves.

We couldn't find a name that was more fitting than WILD; quite simply, it aptly describes what we do.

Our logo, depicting a cow and the color orange, evokes the image of the Netherlands in simple terms, yet is also a strong symbol for Dutch design.

A straightforward collection, full of character and colorful creativity.

Strong and comfortable shapes in different qualities of jersey and sweats for boys and girls, available in the sizes 86/92 to 158/164.

We also offer the unique WILD kids footwear collection, available in sizes 25 to 38.

NATURE IS PRECIOUS!

WILD stands for nature, and believes that nature should be both admired and protected. Since WILD derives its inspiration from nature, WILD also aims to give something back to nature. WILD works closely with selected worthy causes, organizations that achieve concrete results in their efforts to preserve our vulnerable nature.

By selling a WILD style, specially designed for a campaign, you will be helping to support. The best way to protect nature!

The WILD collection is made from high-quality organic cotton or recycled materials. All of our products are OEKO-TEX[®] certified and produced in an eco-friendly, sustainable way. Made in Europe.

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