

## PRESS RELEASE FW 16/17

### NATURE IS PRECIOUS

WILD's mission is to show how beautiful nature can be and in this way bring nature closer to people and children; so we all can admire and protect nature.

Our vision is 'Nature is Precious'. The message we bear is that nature is beautiful but at the same time vulnerable. So we should admire and protect it.

After 10 years of existence WILD has a strong footprint in the market of children's clothing and footwear in Europe.

### WILD LOGO

As WILD is based in Amsterdam-Holland, we use an orange cowhead as our logo. The styled orange cow's head is a strong symbol for 'Dutch design'. The cream color represents sustainability. The logo underlines our mission to admire and protect nature in line with our motto 'Nature is Precious'

### PROFILE

Since 2006, WILD has created clothing for children, based on the idea of increasing their awareness of the beauty of nature. At WILD we are crazy about the aesthetics of nature, with its countless variety of amazing plants, flowers and animals.

We look for ways to combine this love of nature with our extensive design expertise.

WILD is one of the first children's wear brands to use of high quality digital printing on fabric, ensuring an elegant look and super-soft feel.

A WILD style can be worn in countless combinations which are as endless as the imagination of the wearer. Comfortable for any occasion, with looks ranging from preppy to sophisticated. WILD always will give you a personal style.

**DUTCH DESIGN, MADE IN EUROPE**



### SUSTAINABLE MATERIALS

All of our products are OEKO-TEX\* certified. This means that every aspect of the WILD children's clothing production process meets the quality and sustainability requirements laid down by this certification mark, but also that no child labour is used.

The stringent OEKO-TEX\* standard requires that the fabrics or prints contain no harmful chemicals, that water is used responsibly during the production process, but also that the labourers who make the clothing are able to work in a pleasant and healthy environment.

WILD only uses organic cotton and recycled polyester of PET soda bottles.



## A STRAIGHTFORWARD COLLECTION, FULL OF CHARACTER AND COLORFUL CREATIVITY

### WILD apparel:

Strong and comfortable shapes in different qualities of jersey and sweats, for boys and girls, digital printed. Available in the sizes: 86 -to 116 122/128 to158/164

### WILD swimwear:

Strong and comfortable shapes in high quality of jersey with UV protection, for boys and girls, digital printed. Available in the sizes: 86/92 to 158/164

### WILD footwear:

Strong and comfortable shapes, leather upper, leather lining, non slip rubber soles for boys and girls. digital printed. Available in the sizes 22 to 39



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