

HI

MISTER

ED!



WOLF & RITA

SS 18

HI MISTER ED! PRESS RELEASE

We are happy to present our new Spring-Summer 2018 collection, HI MISTER ED!

The purity and freedom with which kids allow themselves to play, draw and imagine has always been admired and sought after as a recurring source of inspiration. For the SS18 collection, the team at Wolf&Rita looked at the work of the American artist Ed Ruscha. We were inspired by his paintings which often combine pure colors with a distinctive typeface and enigmatic and humorous messages. Ed Ruscha is a great example of an independent spirit who looks at the world with a simple but sharp look on its visual culture, much like children do. For this reason, Wolf&Rita presents a new collection full of strong colors and distinctive graphic patterns. This is what Ed Ruscha does, this is what children do.

This is our own little homage to this brilliant artist!

The collection will be available in stores from January 24th and images can be used in social media from January 8th.

HI MISTER ED! CAMPAIGN IMAGES

Download the campaign pictures along with the campaign catalogue and the lookbook here: [SS18 HI MISTER ED! PRESS](#)

We kindly ask you to use these pictures only on your own communication channels. Please contact us if you need to use the pictures in any other way. Please respect the copyright on the pictures.

Photos were taken at Casa Alves dos Santos, designed by Siza Vieira in 1968. Special thanks to Pedro Santos, Jorge and Margarida Santos.

Photography and Design

Carlos Lobo

Styling and Artistic Direction

Deborah Sfez

Models

Afonso, Iris, Rita, Rodolfo and Sara

ABOUT **W O L F & R I T A**

The idea behind **W O L F & R I T A** emerged from a history of more than 30 years of experience in specialized shirts making, so the decision to create our own brand came as a natural step. Embracing the use of old techniques and the natural expertise that comes with experience, **W O L F & R I T A** cultivates the *savoir faire* and inspiration of the past to create children's wear for everyday use. Our fabrics and trimmings are of the finest quality and always locally outsourced. We aim to present the tag *100% Made in Portugal* as a proof of quality but also as a means of supporting our local community.

Our first collection, *AW13/14 Indian Winter*, was successfully received by both public and media. Since then, our growth has been constant and our clothes can be found in the most prestigious stores in thirty countries around the world.

We do hope you enjoy wearing our clothes as much as we enjoy making them.