WOLF
ESTª 1834

WOLF TO DEBUT 190TH ANNIVERSARY COLLECTIONS AT MAISON&OBJET

In 2024 WOLF reach their 190th anniversary. To celebrate this incredible achievement, they will be previewing a range of five limited edition products at Maison et Objet in January. These collections will be launched across 2024 and represent the five generations of the Wolf family.

Maison&Objet in Paris, from 18-22 January 2024. will take place at Paris-Nord Villepinte Parc des Expositions, Allée des Érables, Paris, France. **VISIT WOLF IN HALL 6, B38 – C37**

MAISON&OBJET



Discover Silver, Ida, Ballet, Philipp and Earth at Maison&Objet:

SILVER
A beautiful silver box inspired by Philipp Wolf I's original silver boxes crafted in his workshop in Hanau Germany.
AVAILABLE: January 2024
RRP From £495/$495/€495

IDA
A trunk style Jewellery Box inspired by Ida and her travels across Sweden with her trunk. The perfect blend of elegance and functionality.
AVAILABLE: March 2024
RRP From £895/$895/€895

BALLET
A celebration of WOLF's original turning ballerina box invented by Phillipp Wolf III. Featuring an embroidered Swan Lake theatre design interior.
AVAILABLE: May 2024
RRP From £495/$495/€495

PHILIPP
Inspired by Philipp Wolf IV's original 1970's design. A men's watch and jewellery lifestyle box with vintage aesthetics and modern flair.
AVAILABLE: July 2024
RRP From £495/$495/€495

EARTH
Earth is inspired by Simon Wolf's commitment to sustainability. Handmade using apple leather exterior and recycled satin jacquard lining. Featuring Bluetooth controlled watch winders.
AVAILABLE: September 2024
Single Winder: RRP From £995/$995/€995
Double Winder: RRP From £1,795/$1,795/€1,795
Triple Winder: RRP From £2,595/$2,595/€2,595
Triple Watch Roll: RRP From £295/$295/€295
Single Watch Roll: RRP From £95/$95/€95
Watch Stand Box: RRP From £495/$495/€495
5PC Watch Box: RRP From £795/$795/€795

WOLF will be exhibiting their bestselling core collections alongside new ranges in jewellery care, watch care, safes & cabinets and accessories.

Sales teams will be available to introduce you to the story of WOLF, the 190-year-old fifth generation family-owned brand, discuss a recommended product assortment for your store and introduce our marketing asset packs which contain an invaluable mix of marketing materials for your teams to utilize to promote WOLF to your customers.

To make an appointment to meet with our sales team contact sales@wolf1834.com.

PRESS DAYS

Meet with the WOLF Marketing team at Maison et Objet on Thursday 18th and Friday 19th January . Learn more about the history and heritage of the brand, discover the latest collections and campaigns, and hear all about the planned events for WOLF's anniversary year.

To make an appointment contact marketing@wolf1834.com.



NEW PRODUCTS FOR 2024

Safes & Cabinets:

Viceroy 12-Piece & 16-Piece Cabinets: The Viceroy 12-Piece & 16-Piece Watch Winder Cabinets will keep watches perfectly wound and protected. The drawer accommodates additional watch storage for 4 watches, and a removable Triple Watch Roll for 3 watches with hidden capsule for those most precious things. Set your winders to their Turns per Day and rotation direction based on your watch requirements and open the cabinet door via the user-friendly WOLF Bluetooth app.

12-Piece: RRP From £11,999/$13,995/€12,999

16-Piece: RRP From £13,999/$16,995/€15,999



The Den: The Den safe features four patented WOLF watch winders and horizontal storage space inside a vegan leather covered exterior opened with a biometric identifier or keycode. All winders are controlled by WOLF's app using Bluetooth® technology and can be set to your watch's required number of Turns per Day and rotation direction.

RRP From £4,199/$4,199/€4,199

AVAILABLE: January 2024

Travel Accessories:



Maria - Set of 3 Jewellery Pouches: A new classic is born with Maria. Pure sophistication with clean lines and just the right amount of detail. Maria is for the traveller in love with cities they've never been to, and people they've never met. Our first complete travel collection wrapped in tactile vegan leather, with stunning gold accents. Take Maria wherever you go while keeping your jewellery in place and creating a travel style that's just for you – business, leisure, and everything in between.

RRP From £279/$279/€279



Dragon Watch Roll: The WOLF Triple Watch Roll features intricate black dragon embroidery, a symbol of power, strength, and good luck in Chinese culture, on its black vegan leather exterior with the eye of the dragon highlighted in red embroidery.

RRP From £295/$295/€295

Collaborations:



WM Brown x WOLF collaboration: Known for his impeccable taste in fashion and love of watches, founder and editor of WM Brown Matt Hranek has partnered with WOLF to craft a collection of products made for the modern man. Available in six new products, from a Double Watch Winder, 4PC Watch Accessory Box, to a Knife Roll and a 2PC Watch Zip Case.

Double Watch Winder: RRP From £925/$925/€925

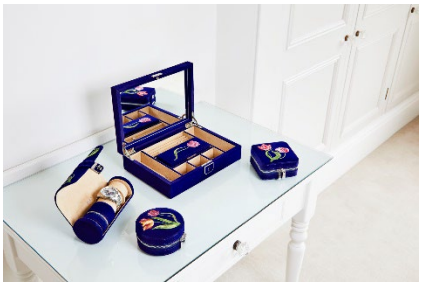
4PC Watch Accessory Box: RRP From £385/$385/€385

Accessory Box: RRP From £295/$295/€295

Knife Roll: RRP From £399/$399/€399

Watch Roll Out 6 Wraps: RRP From £315/$315/€315

2PC Watch Zip Case: RRP From £195/$195/€195



Royal Asscher x WOLF: In celebration of Royal Asscher's 170th Anniversary, Lita and Michael Asscher have partnered with WOLF to craft a collection of luxurious jewellery and watch storage, and travel products.

Medium Jewellery Box: RRP From $595/£595/€595

Square Travel Case: RRP From $239/£239/€239

Round Travel Case: RRP From £239/£239/€239

Portfolio: RRP From: $395/£395/395

Double Roll with Storage: RRP From: $445/£445/€445

AVAILABLE: March 2024

THE BRAND

WOLF is a five-generation family-owned company that has been protecting legacies for 190 years. Since 1834, the WOLF mark has been a symbol of decades of innovation and the pursuit of the perfect design. WOLF knows for a legacy to endure it must be nourished and upheld. They are dedicated to honouring people's stories and the priceless jewellery and timepieces entrusted to them.

Protect Your Legacy in a WOLF

WOLF | marketing@wolf1834.com