

A woman with brown hair is shown from the waist up, holding a long wooden pole with a white flag that is blowing in the wind. She is wearing a two-piece outfit made of burlap fabric. The top is strapless with two horizontal black bands. The skirt is long and has a wide waistband with a black floral pattern. On the front of the skirt, there is a printed graphic of a sack with the text 'ICGNA CAR' and '00/5998/1' and a small illustration of a landscape. The background is a clear sky with some light clouds.

SPAIN FASHION

CREATED IN SPAIN.
WORN EVERYWHERE.

Sustainable
Fashion from
Spain

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Credits: ICEX

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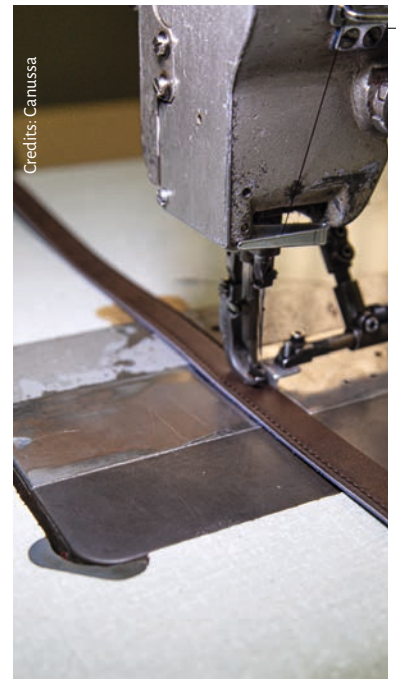
I am pleased to introduce the following special on sustainable fashion in Spain, a country where craftsmanship and manufacturing in the fashion industry have been a symbol of **quality and tradition**. From the authenticity of footwear production to the design and prestige of Spanish handbags and leather goods, the sector is committed to maintaining tradition and know-how to adapt to the crucial sustainable necessities of today.

The growing awareness of the effects of climate change, the need to adopt measures to mitigate the harmful effects of the industry on the environment and the increasing awareness and demands of the consumers, are forcing manufacturers to apply a greater **ethical and ecological thoroughness**.

Although this segment is still a niche market in the fashion industry, there are more and more companies in Spain that are committed to production with **materials and processes that are more environmentally friendly**, with a clear commitment to avoid raw materials with a large ecological footprint and manufacturing systems that have an equally high impact.

On the following pages you can learn more about this segment and find out about some of the most interesting current offers in Spain.

Manuel Ledesma
Economic and Commercial Counselor



SPANISH FASHION INDUSTRY

The Spanish textile industry, according to the Textile Industrial Confederation (Texfor) is estimated to have had a turnover, in 2019, of about 5,800 million euros (and that's without counting up to 4,400 million in sales abroad), agglomerating around 3,800 companies and having more than 47,000 workers.

Spanish Sustainable Fashion Industry

A survey done by Harris Interactive for the European observatory for circular Consumption, concluded that all across Europe, more than 75 percent of the population claim to be aware regarding the various impacts of their behaviour on the environment, and even more so in Spain where 90 percent of the people surveyed stated that they are ready to make some changes in their day-to-day behaviour in order to protect the environment. The same survey shows that 36 percent out of the surveyed Spaniards think that retailers are not putting enough effort to help the consumers towards sustainable con-



sumption. The same survey, regarding second-hand purchases, in furniture, clothing and electronics stated that Spaniards buy less secondhand items than countries like Germany, France and Sweden.

According to the newspaper EL PAÍS, in its editorial “Cinco días” (in relation to a survey carried out in 2020), among companies in the fashion sector, sustainability was identified as the main trend within the business in Spain (for 73 percent), and slow fashion was in second position with approximately 35 percent of the responses.

In the Study “Analysis of the collection of used clothing in Spain” by Moda Re-, the different aspects of the textile recycling activity are comprehensively addressed. Currently, it is estimated that around 990,000 tons of textile products end up in landfills in Spain every year. However, according to the data provided by the study, textile recycling rates remain low: only 10–12 percent of post-consumer textile waste is collected separately for reuse and/or recycling, and less than

1 percent of total production is recycled in a closed cycle, i.e., with the same or similar use. In Spain, the operator with the greatest relevance in the collection of textile waste at the state level is Caritas/Moda re-, which carries out the collection of 41 percent of the total (44,278 tons in 2019), well above the following operators (with 16 percent of the total).

Sustainable Fashion Industry

According to the Shaking Sustainability in the Fashion Business report (done by EY Spain and Modaes), based on a survey of fifty of the world’s leading fashion industry players and extensive fact checking: 94 percent of large fashion companies consider sustainability to be a high-impact brand attribute in their development.

The same report states that traceability continues to be one of fashion’s greatest challenges: 55 percent of the sector’s largest operators claim that their consumers can fully trace their products.



Credits: Canussa
Credits: Canussa



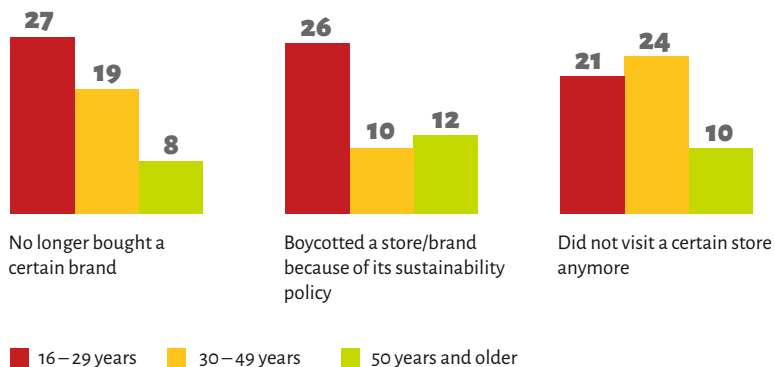
THE FUTURE IS GREEN

In the textile and clothing industry, the selection of materials and fashion is bigger than ever before. Especially due to the online boom, you can find what you are looking for at any time. However, consumer demand and behavior changed over time. Offering green fashion is now no longer an option, but a necessity.

Large quantities of clothing produced in Asia helped fast-fashion companies increase their market-share becoming market leaders. However, since the pandemic and the associated supply chain problems it has become clear that companies need to rethink. Spanish brands – aware of this matter and the consumer demand – ▶

Fashion brands risk losing younger consumers if their sustainability policies are poor

Fashion: sustainability-conscious purchase changes in %



Source: Statista Global Consumer Survey "Sustainable Consumption 2021"; Survey period February 2021



Credits 2 pictures: Flamingos Life

Nachhaltigkeit



Credits: Nuoo



Credits: Nuoo

THE GARDEN OF DREAMS



Credits: Hemper

Credits: Gemini



Credits: M.R.Bravo



- ▶ have adopted sustainable practices in their business strategy and are transforming their business models, investing more in Spain.

According to an international survey by Statista about sustainable consumption, one in two of the more than one million respondents reported that he or she had already changed habits for a more sustainable lifestyle. Consumers in the fashion industry are demanding the same: This survey also shows that fashion brands lose younger consumers if their sustainability policies are too weak (see table on p. 7). Attitude is required – but only words are not enough.

There are many ways to source and offer sustainable goods in your own company. Upcycling of fabrics and a circular system, for example, are a good way to further process existing resources and not consume new ones. Using natural dyes that can be used in an environmentally friendly way is also a sustainable option. So are natural

materials that reduce CO₂ emissions and water consumption in the manufacturing process. There are numerous choices to replace materials that are harmful to the environment: Vegan leather made from hemp, cactus or pineapple are environmentally friendly alternatives, says TextilWirtschaft.

According to the latest industry surveys by the Spanish Textile and Apparel Information Center (Cityc), Spanish brands are working to reduce chemicals and pesticides use to minimize the environmental impact. At the same time, companies are producing higher quality and durable garments to maximize the product lifetime with the objective of implementing eco-design. Also, fast fashion giants such as INDITEX are implementing sustainability plans, aiming to achieve carbon neutrality by 2040, and to use organic, recycled, and sustainable fabrics. ▶

Sustainability

► In this sense, most companies in the sector state that the focus of their sustainability plans is investment in raw materials and set their sights specifically on organic cotton or the Better Cotton Initiative. The BCI has more than thirty Spanish members, including Tendam, Mango, Desigual, El Ganso, El Corte Inglés and Inditex, and suppliers such as Hallotex, Belda Llorens, Sedatex and Textil Santanderina.

The Association of Spanish Fashion Companies (ModaEspaña), looks at the future in *Luxiders* magazine and its president, Ángel Asen-

sio, sums it up: “The challenges for Spanish fashion in the future are quality instead of quantity.” He also calls for the reindustrialization of the sector in Spain, which would also lead to more jobs for the Spanish population, especially in the countryside. Lastly, he also mentions the use of environmentally friendly materials and recycling as a good opportunity for the Spanish fashion industry to continue moving towards more sustainability. Asensio's view of the future for the Spanish fashion industry is clear: it is green. ◀



Credits: Soruika



Credits: Lefrik



Credits: Victoria



Credits: Victoria

Credits: Wouf



Credits: Wouf



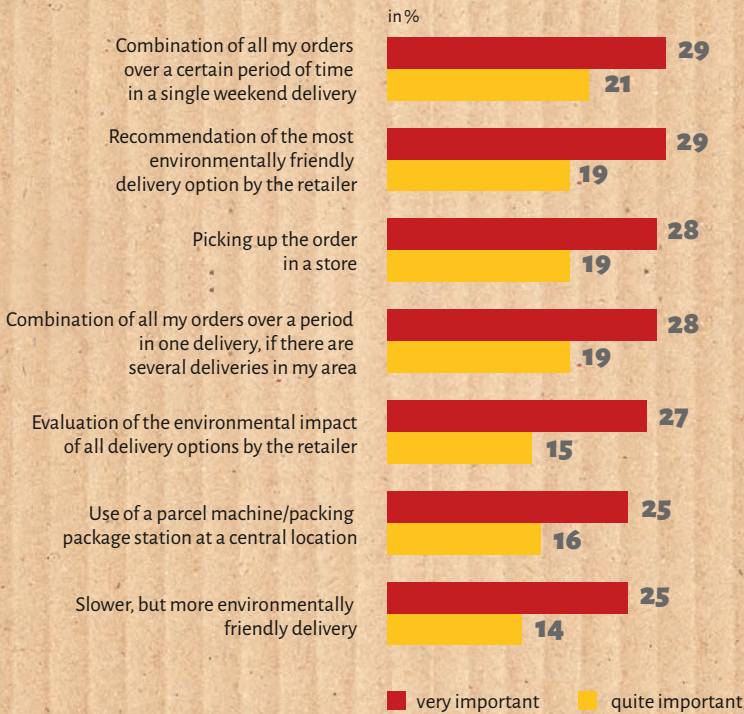
Credits: Lefrik



Credits: Soruka

SEIZING THE OPPORTUNITIES

Consumer interest in environmentally friendly supplies



Source: Descartes Systems Group, Inc.

Instead of being just another challenge, fashion retailers should see sustainability as a great opportunity: In the future, consumers will want to shop more with retailers they perceive as sustainable. Many are willing to choose more favorable delivery options for the retailer and even pay more for products or delivery service for environmental reasons. That's according to a recent study for which Canadian SaaS, supply chain and logistics solutions provider Descartes surveyed more than 8,000 consumers in nine European countries, Canada and the United States.

Impact on purchasing decision

Overall, 45 percent of respondents say it is "fairly" or "very" important in their daily lives to contribute to better environmental protection, while only 3 percent say it is "not at all" important. So environmental protection is a relevant issue for consumers – but do their purchasing decisions support this feeling? The study also provides valuable insights into this: As many as 39 percent of participants regularly or always make purchasing decisions based on the environmental impact of a company or product. Only 11 percent have never done so. The age of the respondents plays an important role here: 42 percent in the 25 to 34 age group make purchasing decisions based on environmental considerations, while only 34 percent of those over 65 do so.

For consumers in the western industrialized nations, environmental protection is therefore becoming an increasingly important criterion when making purchasing decisions. Fashion companies in particular should

take advantage of this opportunity, for example by striving for sustainable supply chains: In the study, many consumers said they would buy more clothing and shoes (39 percent) from companies whose supply chains are demonstrably more sustainable than those of their competitors.

There is also a lot of room for improvement from a customer perspective when it comes to delivery: the survey found that only 38 percent of consumers believe retailers are doing a good job of applying sustainable delivery practices. At the same time, over 50 percent said they were "fairly" or "very" interested in environmentally friendly delivery methods, and 54 percent would be willing to accept longer delivery times for environmentally friendly delivery.

The higher the proportion of online orders, the more important the issue of delivery becomes for retailers' sustainability concepts. With few exceptions, the study participants planned to shop more online in the future and have it delivered. 46 percent did so in the past twelve months, 47 percent plan to do so in the future. Businesses that succeed in positioning themselves as environmentally friendly are more likely to make more profitable home deliveries. A significant number of respondents (54 percent) said they would accept longer delivery times from an environmentally friendly company.

Opportunities for retail

This is another area of great opportunity for retailers: longer lead times provide retailers with more opportunities to improve delivery efficiency. In addition, 20 percent of study participants said they would pay more for delivery from an environmentally friendly company. Age also plays an important role here: Gen Z and millennials are more willing to pay a premium (27 percent) than those over 55 (14 percent).



Credits: Brava



Credits: Brava



Credits: Brava

*Brava's motto:
fair, sustainable
and locally made*

BRAVA is a place to find your creative side, to underline and maybe even re-discover your own personality. As an open-minded and curious brand, we want to treat our planet with the highest sense of responsibility and ensure that each design not only brings joy to our customers but is also made in harmony with people and the planet. With the utmost dedication and care, each of our garments is designed for a long life, using high quality and eco-friendly materials such as ECOVERO™ viscose, organic cotton or recycled wool. Even the yarn is organic, and the buttons are made of natural corozo, extracted from the nut of the tagua tree. The packaging is also completely plastic-free, biodegradable, compostable and reusable. Every season we embark on a journey to find even more ecofriendly alternatives to create garments that check off all the boxes: fair, sustainable & locally made!

Whether in our Creative Hub in Barcelona or in our studios in Portugal, we are committed to fair working conditions, living wages, reasonable working hours, a safe working environment and a legally secure employment relationship for every single employee.

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brava™
FABRICS

Credits: Canussa



Credits: Canussa

Functional and chic: at Canussa both are possible



Credits: Canussa

CANUSSA

The timeless designs of our accessories can be worn at any time for many years. The colours are easy to combine and perfect for a capsule wardrobe. On top of creating high quality and durable products, we believe it is important for them to be beautiful, but still remain practical. We love them to be multifunctional so you can wear Canussa at different occasions – formal or casual. We believe it is possible to create fashion under good working conditions and fair trade. In Spain, we have some of the best leather artisans in the world. By producing here, we can reduce our carbon footprint, ensure high quality products, and generate quality employment, supporting small and medium size businesses and artisans.

We know the future of the economy is circular. We worked on eliminating waste and pollution by following a zero waste policy within our production process and by diminishing our car-

bon footprint. We plant a tree for each product we make and work with circular products and materials. We use recycled textiles, extend the lifetime of our products and regenerate them at the end of their life. We collaborate with fashion sharing platforms. We are intensively working on regenerating our products at the end of their life. On top on the B Corp Certification, Canussa will legally embed their commitment to purpose beyond profit in their company articles.

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CANUSSA



Credits: Flamingos Life



Credits: Flamingos Life



Credits: Flamingos Life

*For a better life
with Flamingos
Life sneakers*



Credits: Flamingos Life

FLAMINGOS LIFE

is a Spanish shoemaker brand focused on designing and manufacturing sneakers with plant-based materials. It started with the aim of offering a sustainable alternative in the fashion industry, in order to reduce the degradation of the planet, through the creation of durable products with timeless retro-inspired designs.

Our brand has more than 40 years of experience in the footwear business. It was born to add value and help develop a field that had seen very few changes over the last century. By assuring craftsmanship as the foundation, we are able to create sustainable products and comply with the highest international quality standards.

Honesty and transparency are the core of our business. These differentiate us from the fashion industry that generally bases its business model on maximizing profits at the expense of exploiting people in less developed countries and destroying the planet along the way. Flamingos Life is committed to guarantee a fair supply chain, respecting all the rights of workers, reducing negative environmental impacts in a real and measurable way.

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FLAMINGOS LIFE®
SPANISH PLANT-BASED SHOEMAKERS

Credits: Genuins



Credits: Genuins

GENUINS

The dream began in 1940 under the watchful eye of our family, always dedicated to the world of footwear. Four generations of shoemakers making quality footwear and it was not until the third generation that the adventure of making cork sandals with anatomical soles (BIO) began.

The shoe models are created with complete dedication and with focus on fashion, quality, and comfort. We like a job well done and strive every day to improve and advance people's well-being, sustainability, and social development, making you feel proud to belong to our Genuins Family.

100% Spanish materials and suppliers for a dream product made in Spain: We have reduced the traceability of our

footwear by using local suppliers, calculating the shortest transport routes. Our logistics warehouse in Elche (Spain) is our base, closely connected to ports, airports, and main roads. The installation of solar panels in our production plant has ensured that 68% of the energy is now renewable. As part of our environmental action plan, we have been working with sustainable materials for years. 80% of our materials are animal-free, approved by the PETA seal. We are constantly researching on how to be more sustainable. Our goal is to increase the ratio of vegan materials in our products. One of the cornerstones of our environmental action plan is to take care of every detail of the manufacturing process.



Credits: Genuins

*Made in Spain:
Genuins was always
dedicated to the world
of footwear*

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GENUINS®
FROM SPAIN



Credits: Hemper

Slow fashion revolutionaries: Hemper combines tradition and modernity



Credits: Hemper

HEMPER is a sustainable fashion brand contributing to the slow fashion revolution. We combine traditionally made and dyed Nepalese hemp fabrics with modern designs creating socially and environmentally fair products.

It all started in 2016 on a volunteer trip to Nepal – selling backpacks inspired by local traditions and values. Initially, the sole purpose was to help NGOs fight poverty, but our goal became increasingly clear: we want to actively contribute to the preservation and further development of the artisanal textile processes we learned about in Nepal.

Our long-term goal is to make a positive impact on the planet. To do so, we have built a solid sustainable supply chain in Nepal. In addition, we belong to the B-Corp community of companies, a global movement to achieve the best for our planet and make the global economy more socially and environmentally responsible. We also have the Peta-Approved Vegan, BCOME and 1 % For The Planet seals.

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Hemper 



Credits: Lefrik



Credits: Lefrik



Credits: Lefrik

Recycling with chicue makes the fashion of Lefrik

LEFRİK is a Spanish brand of backpacks and accessories that since 2012 has been working to extend the useful life of discarded plastic bottles, using them as raw material to manufacture the backpacks.

Its aim is to offer consumers access to innovative products which, without compromising on design, are manufactured avoiding the use of more natural resources, showing that it is possible to consume in a conscious and fashionable way.

The brand believes that what really makes them sustainable is that everything from design to after-sales service is done with the idea of sustainability and circularity in mind. They design using the minimum of materials and blends to reduce environmental impact, work towards logistical efficiency, and they prioritise the durability of the products, promoting repair over refurbishment wherever possible.

Lefrik cares for the planet, but also for the people who live on it. That is why is part of the global organisation 1% for the planet, donating 1% of its annual profits

to charitable causes and profits to charitable causes, and collaborates regularly with various social organisations such as CEAR, Healthy Seas and Village Waters, among others.

In the Autumn – Winter 2022 collection, this relationship and respect for the environment is very present, which is clearly reflected in the earth and olive tones, which take centre stage, as well as directly through the Arctic capsule, inspired by the glaciers in danger of disappearing due to global warming.

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lefrik | ECO FRIENDLY FABRIC



Credits: M.R.Bravo

M.R. BRAVO is an eco-conscious womenswear brand created by Maria Bravo. Designed and made in Spain, each piece combines original design, sustainable textiles and vibrant colours. Maria draws inspiration from the female embodiment represented in art, cinema and culture. M.R. BRAVO is made for women who want to match personal expression with day-to-day fashion needs.

Sustainability and innovation are an integral part of the brand. All the textiles used in her collection are Oeko-Tex certified, and most of the materials are either recycled or certified by GOTS.

M.R. BRAVO is functional and mindful – it produces in small batches in the south of Spain and delivers in plastic-free packaging.



Credits: M.R.Bravo

M.R. Bravo stands for sustainability and innovation



Credits: M.R.Bravo

MR BRAVO

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Credits: Nuoo



Credits: Nuoo

NUOO Clothing is a brand that focuses on ethical and sustainable fashion by offering a contemporary aesthetic for woman.

For our designs, we use fabrics and materials that respect the environment, from industrial recycling or by connecting innovation and traditional methods of manufacturing.

Our garments are produced in Spain, through local and artisan manufacturers who love their work. We have developed a relationship with them based on trust and closeness, where every person involved learns from each other's experience and know-how. In short, we treat the people in a way that we would like to be treated, in order to contribute to the development of a more fair and human society.

Being a part of slow fashion means that we like to work with quality over quantity, in a fair and respectful work environment in which we value the people involved.

*Nuoo's motto:
Quality before
quantity*

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NUOO
CLOTHING



Credits: Sylvia Calvo

*"From Waste to Value":
Sylvia Calvo BCN focuses
on Circular Fashion*



Credits: Sylvia Calvo



Credits: Sylvia Calvo

SILVIA CALVO BCN is an ethical and circular fashion brand created by Sylvia Calvo. The brand is aiming to make sustainability and circularity part of the design, which is why our elaboration process is entirely handcrafted, locally made, and uses sustainable materials, mainly jute from used coffee bags, as well as organic and recycled materials, with the objective to reduce environmental impacts. This way, each clothing piece obtains a unique and distinctive style that can be used every day or for special occasions.

Our motto is "from Waste to Value" as we believe in the value of this residue and how it can be transformed into a beautiful piece of clothing. We are not only producing garments and complements, but we are actively involved in communicating, researching, and educating about sustainability and circular economy benefits and opportunities in the textile and fashion industry.

We made an industrial test and made a re-generated yarn and fabric by shredding the jute coffee bags. We had made all the process with our remaining local textile industry. This proves that we can reduce CO2 footprint and support our local textile industry. Circular fashion and innovation can go hand in hand with style and durable design that can last in our wardrobes for years.

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sylvia calvo

BARCELONA



Credits: Soruka



Credits: Soruka

*Waste nothing:
This is how
Soruka saves
natural resources*



Credits: Soruka

SORUKA About 60 % of the leather produced is not being used and often ending up in landfills and rivers, creating a huge environmental problem. At Soruka we decided not to be part of the problem but part of the solution. We are a young and modern brand, committed to creating unique handcrafted leather goods in a sustainable way. We design beautiful bags and accessories.

The result is a beautiful, handcrafted piece made with the best quality leather and environmentally friendly. We're in the business of making life better, moving the fashion industry towards a more sustainable approach where success is measured on more than just profit margins. Our mission is to create beautiful timeless collections while preserving traditional techniques while producing sustainable fashion with quality and design.

We aim to be a zero-waste company. Therefore, we try to use every scrap of material. Using recycled materials reduces the need for new material and avoids the waste that comes with

conventional manufacturing processes. Every piece of our collection is made with integrity and kindness by artisans, using traditional techniques, showcasing their expertise and craftsmanship. We work directly with them allowing the ability to offer a reasonable price while ensuring fair wages for the artisans.

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Credits: Toni Pons



Credits: Toni Pons



Credits: Toni Pons

TONI PONS Choosing a product implicitly entails supporting the brand, its values, and its business philosophy. Toni Pons' mission is to positively influence the fashion industry by offering a sustainable product and having a positive impact on its environment. This is why, a few years ago Toni Pons launched Toni Pons Social, a social initiative which has a REAL impact on both the environment and people in need.

We are committed to using natural materials. Around 90 % of Toni Pons' catalog is made with: cotton, jute, linen, cork, recycled rubber, and leather. An increasing number of their leather shoes are made with Leather working group-certified materials.

The catalog is made up of timeless hand-made designs. These shoes resist trends and can be used for years, thus reducing the constant need to renew footwear, and promoting responsible consumption.

The overproduction of fashion items is one of the most polluting factors today. More than 75 years of experience and a close relationship with customers and distributors help Toni Pons accurately anticipate the volume of footwear that will be sold every season, thus avoiding overproduction.

*Quality for many years:
Toni Pons fights against
throwaway culture*

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Toni Pons
caràcter mediterrani



Credits: Victoria

Victoria has combined innovation, design and sustainability for 107 years

VICTORIA was born in 1915 in a small town in La Rioja. Shoemaker Gregorio had the idea of creating a sneaker named after his first love, his wife Victoria. After turning 107 years old, Victoria still continues leading the Spanish market thanks to its artisanal approach to manufacturing and its strong commitment to innovation, design and sustainability.

Since 2019, we have designed, managed, and stored our entire collection in Passive House certified facilities that produce more energy than they consume. We do all this from Arnedo, a region in La Rioja with a great shoemaking tradition, and where most of our factories are located, making the transport of our shoes more agile and sustainable.

We produce 80 % of our collection in Spain, between Alicante and La Rioja, two traditional shoemaking regions, thus taking advantage of the know-how of a century-old industry. All of our packaging is recycled and recyclable. The cotton in our basics is eco: grown, spun and woven in Spain without GMOs or pesticides. Also, our dyed Cottons are DREC® recycled cottons and our leathers are certified with a silver medal by LWG. Last but not least, we have replaced the mineral oils in your PVC soles with vegetable oils making them more biodegradable.



Credits: Victoria

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victoria
 MADE IN SPAIN
 SINCE 1915



Credits: Wouf

With great attention to detail Wouf creates his new collection



Credits: Wouf

WOUF

Joy, creativity and consciousness made in Spain. “Everybody is welcome” is the name of WOUF’s new AW22 collection focused on an urban, fresh and free spirit. The brand presents a selection of bags and accessories to the life on the go in two very distinct lines: its iconic Daily Collection – inspired to accompany you on a daily basis – that grows with new prints and the Teddy Capsule, a selection of products perfect for embracing the cold months.

Continuing with its commitment to the environment, the Barcelona-based brand continues to improve its creations and processes always betting on quality and respect for the environment. Thus, achieving that its collections follow the highest quality standards in terms of detail in the finishes and the choice of responsible materials. In addition, the brand is building its own factory in Badalona, which will be active by the end of 2022, continuing its

commitment to local production, in which 90 % of its products are made from recycled or sustainable materials.

Today Wouf is a reference in the industry and markets its products in more than 56 countries with more than 600 customers worldwide in stores such as Galeries Lafayette, KaDeWe, Bijenkorf, Selfridges, Urban Outfitters and Rinascente.

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WOUF

Sustainable Fashion – Made in Spain



Credits: Toni Pons



Credits: Brava

EUROPÄISCHER FONDS FÜR REGIONALE ENTWICKLUNG