

WOLF

ESTD 1834

PROTECT YOUR LEGACY



CELEBRATING 190 YEARS

2024

WOLF

ESTD 1834

PROTECTING LEGACY

190 year old,
five generation family-owned brand,
crafting the spaces where legacies live.



CELEBRATING 190 YEARS



OUR LEGACY

PHILIPP WOLF I
THE SILVERSMITH



1836 - 1896

Philipp Wolf I was originally a jeweller and silversmith situated in Hanau, a city at the heart of the goldsmithing industry in Germany. Philipp crafted boxes to enhance the presentation of his own pieces. The success of this idea led him to focus solely on crafting exquisite boxes for his fellow artisans.

PHILIPP WOLF II
THE BOXMAKER



1869 - 1946

Philipp Wolf II, an accomplished boxmaker, moved to Sweden in 1895. In 1910 he married the love of his life, Ida Wilhelmina Peterzon. Sadly, following the tragic loss of two of their five children to Spanish flu and rickets, Philipp became inconsolable, he retreated from work and life. After suffering from profound mental health issues he passed away in 1946.

IDA WILHELMINA PETERZON
THE TRAVELLER



1889 - 1991

When Philipp II could no longer work, Ida assumed control of the business to support her family, Philipp Wolf III, Ernst, and Anna-Lisa. She travelled across Sweden and Scandinavia, by rail and carriage, selling the factory's products from a large wooden trunk. Ida's tenacity and resolve sustained the WOLF business through a most challenging era.

CELEBRATING 190 YEARS

PHILIPP WOLF III
THE FISHERMAN



PHILIPP WOLF IV
THE AVIATOR



SIMON PHILIP WOLF V
THE DESIGNER



1911 - 1993

Philipp Wolf III pioneered many innovative production techniques for WOLF, some still in use today and is renowned for inventing the iconic musical pirouetting ballerina box. Philipp's environmental foresight has shaped WOLF's commitment to global responsibility, a legacy carried through the generations.

PRESENT

Philipp Wolf IV, born in 1936, immersed himself in the box business from a young age, assisting his father in the factory. Moving to the UK in 1960, he met and married Judie within a week. Philipp established a new factory in Llanelli, South Wales, in 1968. Philipp would fly customers from London to Wales in his Beechcraft Staggerwing D17S, following his passion for flying whilst running his business.

PRESENT

In 1985, Simon joined the family business. As the UK thrived, Simon was set the challenge to enter the USA and Canadian markets. Simon spent over 30 years establishing a successful business, returning to the UK in 2021. Inspired by Philipp III's environmental ethos, Simon implemented many sustainability initiatives, including most recently pursuing the Positive Luxury Butterfly Mark. As Creative Director and CEO, he leads a global team of over 60 people, driving WOLF towards the future with a focus on design, innovation, and sustainability.

YOUR LEGACY

WOLF's path through the last 190 years has made us appreciate the significance of cherished possessions in people's lives. We understand that your treasured items represent not just material goods, but special moments and memories that are truly extraordinary.

Since 1834, the WOLF name has stood for more than just a company. It's a symbol of innovation and the relentless pursuit of the perfect design. We believe that for a legacy to stand the test of time, it needs to be nurtured and upheld with care.

Every day, in homes around the world, WOLF products look after treasures that span centuries alongside the latest beautiful designs. Protecting the enduring value of the past and the promise of the future.

At WOLF, we are deeply committed to honouring the stories and legacies that people entrust to us. We understand that these items are more than just possessions; they are a part of your history.

So, we invite you to protect your legacy with WOLF. Let us help you safeguard the things that matter most to you, ensuring they continue to tell your story for generations to come.

Protect your legacy with WOLF



SUSTAINABILITY

“In the 1940’s my grandfather, Philipp Wolf III could see the effect we were already having on the environment. It is in our DNA to leave, across all areas of our company, as small a footprint as possible”

Simon Wolf, CEO.

All WOLF products are handmade from quality materials using sustainable materials and recycled elements wherever possible; every product is simply made to last a lifetime or longer.

Recycled packaging, solar panels on our offices, sending products by sea rather than by air whenever possible, always putting the environment first.

WOLF is currently working towards the Positive Luxury Butterfly Mark through a rigorous ESG+ assessment across our global operations.

Protecting your legacy, protecting the planet.

Honouring Craft at Every Level



WOLF
Labour

Our workshops and the people who work in them are the bedrock of our business. We provide safe working conditions, liveable wages and work hard to ensure equal labour rights. Because the quality of life of our artisans directly affects the quality of our products and because we care about our impact on the environment, we also ensure that our factories meet emissions standards and practices.

Impact is in the Details



WOLF
Packaging

We only use recyclable, sustainable and eco-friendly packaging that is made of 70% post-consumer recycled waste. So you can feel good about unboxing your WOLF product as all packaging can be re-used or placed in a recycling bin.

Leather, Reimagined



WOLF
Recycles

Our CEO Simon Wolf has continued his family legacy in many ways, including a deep commitment to environmentalism and protection of animals. To protect your legacy, which is WOLF's core aim, we must do our part to protect the health of the planet. All of our watch winders are wrapped in 100% vegan leather; because the highest quality and luxury can also be sustainable.

New and Innovative Packaging



WOLF
Materials

At WOLF, we only use certified FSC 100% recycled paper, certified recycled corrugated cardboard and 100% recycled cotton and polyester materials. Our new accessories collection is 95% sustainable, with materials made from recycled PVC, apple pulp and plastic bottles.

Minimising Effects on Planet Earth



WOLF
Change

WOLF has a long history of caring about climate. Philip Wolf III wrote about 'climate change', in his book, 'Land Drainage and its Dangers as Experienced in Sweden', 58 years before the term had been coined. Philip wrote on subjects related to how we were already affecting the climate of the earth.

Family Legacy of Conservation



WOLF
Conservation

Simon Wolf's grandfather created the Swedish Salmon and Trout Association. The inauguration took place in August of 1948 when he opened Håstad Mill. As a lifelong fisherman who cared deeply about the water quality and the impact the fishing industry had on the planet, it was one of his greatest achievements that continues to inspire Simon Wolf's commitment to conservation.

PATENTED TECHNOLOGY & DESIGN

WOLF, the intelligent choice

WOLF watch winders count Turns Per Day, others use time to estimate rotations.

WOLF watch winders have Return To Start - return your watch back to the same position you chose to start it in.

WOLF watch winders have Dynamic Lock-In Cuffs, one cuff adaptable for three wrist sizes securely holding your watch in the winder.



BLUETOOTH USER-CONTROLLED APP

The WOLF Bluetooth app allows you to name your safe or cabinet and customise each winder, from number of Turns Per Day and direction of rotation to interior lighting and on/off timers.

Use the app to register your safe warranty, contact customer service and shop online.

Simply download from the App Store or Google Play.



WOLF

ESTD 1834

ABOUT

CONTACT



PATENTED TECHNOLOGY & DESIGN

Our jewellery cases feature LusterLoc™

Jewellery begins to lose its luster with air contact and our patented LusterLoc™ formula neutralises the process. LusterLoc™ protects your jewellery for up to 35 years.

PATENTED TECHNOLOGY & DESIGN

Our wallets and cardholders are RFID protected

RFID or Radio Frequency Identification are the information tags transmitted by bank cards and wireless payment cards.

We use an RFID blocking material sewn into the lining of all our wallets and laptop cases that cloaks the signal, rendering it unreadable by scanners used by identity thieves.

