

# WOOD'D

## OUR STORY

Wood'd is an Italian brand based in Milano. His collections are focused on the idea of premium utilities. Wood'd designs, manufactures and distributes lifestyle accessories and gift ideas for the everyday. Most of the goods are produced in house using natural materials and sustainable processes. Wood's is now distributed within some of the best international stores such as Conran Shop, Selfridges, COS, Merci and many others.

## SUSTAINABILITY

Probably our newest and biggest obsession. Creativity is all fun and games but it must be driven in the right direction! This is why we are now trying to be the most sustainable possible. And we are trying to do it in many different ways. From sourcing certified and controlled materials, to designing product more consciously. Biodegradable cases are only the latest entry in the family in terms of sustainability, a case entirely made from plants and fully biodegradable in 48 months. You already know our passion for reusable and sustainable packagings, boxes that become phone standers and envelopes made of recycled materials that you can transform in practical pouches. This is only our latest mission but we strongly believe that if sustainability meets creativity we can really make his world a better place.

## RETAILERS

Wood'd is distributed in all Europe, Japan, Korea and China. Its collections are shown in international stores such as La Rinascente, Conran Shop, Cos, Merci, Goodhood, Boon The Shop, La Garçonnière, Coin Excelsior.

## SPONTANEOUS ENDORSERS

Wood'd has now a network of more than 100 Italian and international endorsers such as Chiara Biasi, Alessia Bossi, Licia Florio, Valentina Siragusa, Rock and Fioc, Gnambox, Coma Cose, Lucia Serafini, Carolina Molossi and many others.

## SHOP IN SHOPS

In the past three years Wood'd has been collaborating with several stores and department stores, in order to deliver the coolest shop and shops around. Including The Conran Shop, Excelsior, Le Bon Marchè and many others

