

Dear Partner

Earlier this year the owners of Wild+Wolf decided to exit the business by way of selling the constituent brands within the Wild+Wolf portfolio. This process is now complete and I wanted to inform you who the new owners are for the various brands:

- Gentlemen's Hardware – Design Works Collective
- Ridleys, Games Room, Petit Collage – Chronicle Books
- Wanderflower, Yes Studio – Danielle Creations
- Wild & Woofy, W+W – Core Home

The new brand owners have hired various members of the Wild+Wolf team to ensure brand continuity and I am confident that the brands will continue to strengthen and grow under their ownership and direction in 2021.

For the avoidance of doubt, any orders on the above brands placed with us for delivery by 31/12/2020 will be fulfilled and dispatched by Wild+Wolf in order to minimize disruption to yourselves and we and the above parties will work behind the scenes to facilitate this. From 01/01/2021, new ordering processes will be introduced which will be communicated to you by the new brand owners as relevant. Any sales inquiries pertaining to 2021 should be referred to your existing account manager at the above companies. If you do not have a current account manager and wish to buy items from the above brands, please contact your usual Wild+Wolf account manager and we will direct your inquiry.

In the meantime, thank you for your past and ongoing support. It has been a pleasure working with you and may I take this opportunity to wish you every future success in the next few weeks and 2021.

With my very best wishes,  
Sincerely yours

Paul Taylor  
CEO