



STATE OF WOW®

# Use Your Head

Wholesale | Innovation | Upfront | Statewear



express your personality. We believe, that headwear is the most potent accessory to



STATE OF WOW®

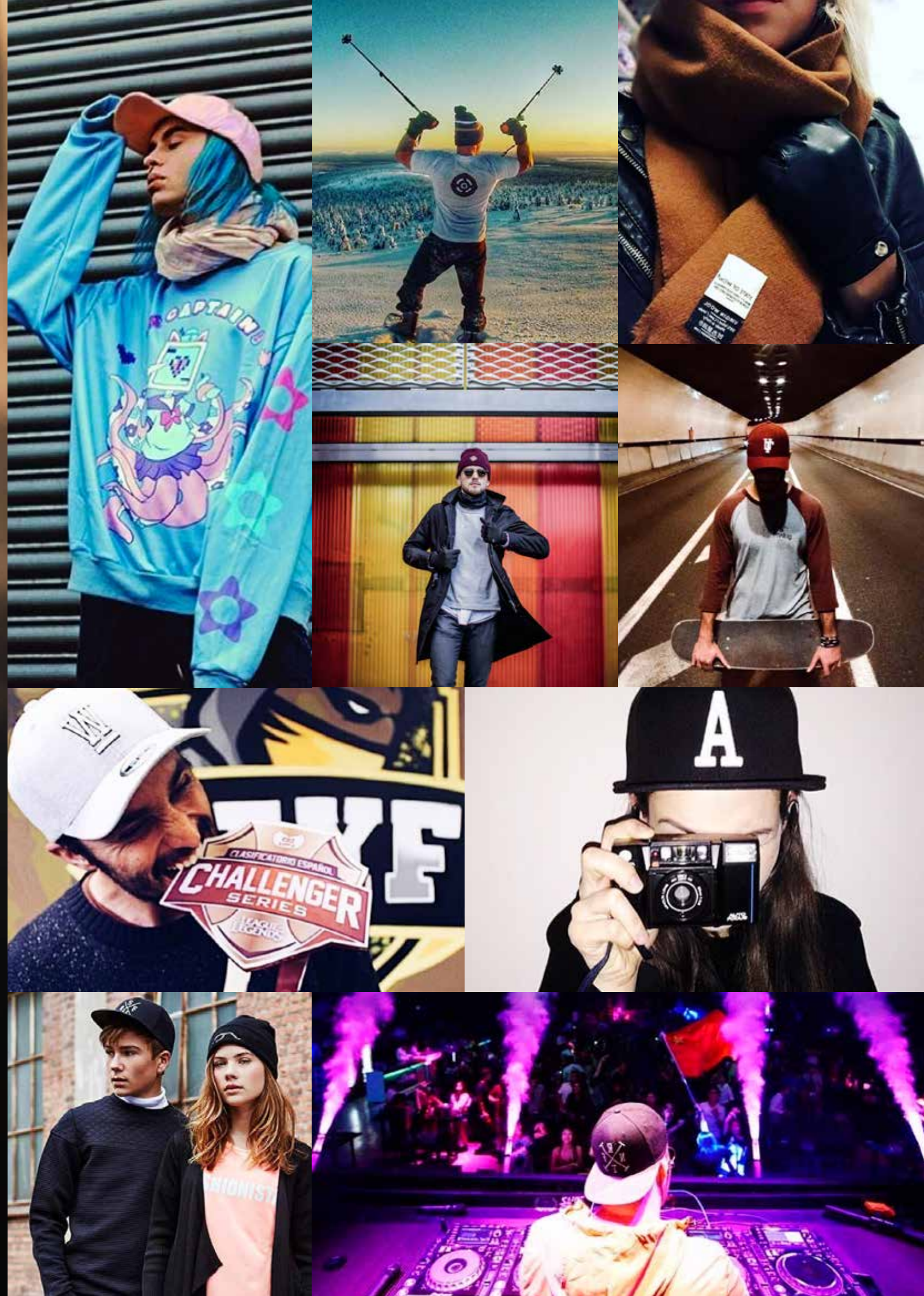
Use Your Head

### More than fifteen years of WOW

We are in a constant STATE OF WOW. We are STATE OF WOW – the largest headwear company in the Nordic Countries, offering proven and optimized wholesale and display solutions for retail spaces, private label development and production solutions. Our customers represent a wide range of fashion brands, promotion agencies, festivals and organisations across Europe.

We have 15 years of experience in the market for headwear. We develop, distribute and market several brands in our own name. We're having fun and making a profitable business of it. We believe that headwear is the most potent accessory to express your personality.

And if you don't agree ... C'mon, use your head!





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# Our Vision

We want to be the European market leader and go-to guys within headwear and essential related accessories across carefully selected BtB and BtC segments – by offering the best business for our partners and individual lifestyle expressions for our end users.

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## Use your head to create good business

*Since our humble beginnings our focus has been on creating and optimizing both product and sales solutions, adding value and increasing revenue for ourselves – but most importantly for our customers og partners.*

### Wholesale beginnings

STATE OF WOW as a business was founded back in 2004 by Allan Muff. At the time Allan was an established DJ in the Danish capital, Copenhagen.

Back then STATE OF WOW was a multibrand enterprise, and acted as agency and distributor for already established international headwear brands in Denmark.

Allan and his team focused on creating, sell-through to end consumers through the traditional retail space.

From actually listening, understanding and recognizing the challenges for retailers, STATE OF WOW had the foresight to develop the ground work and conceptualize the foundation for today's unique and successful wholesale concept, which is active in more than 2.000 locations.

And we are still using our heads to optimize our solutions even further.

Through years of marketing and selling established headwear brands, the dream of establishing our own consumer brand grew bigger and bigger.

Mainly because Allan and STATE OF WOW saw that there was, and still is, room for improvement in the value chain from design, sourcing, production, marketing to final sale.

### Covering the full scope of headwear

In 2009 this dream was realized, and the brand Upfront, a brand born from the DJ culture, hit the market – as well as our wholesale solutions. As the years went on, series of brands and sub-brands materialized and disappeared again.

And after a restructuring of the brands, we now operate with just two brands, Upfront and STATEWEAR. These two brands cover most relevant segments in terms of pricing, product and brand.

This means, that today we only sell our own products and brands on our wholesale solutions, and we have full control when it comes to the value chain. Ensuring the right quality, supply guarantee and that environmental and ethical standards are met to our satisfaction.

After more than fifteen years of experience in our field, we launched our WOW Innovation private label and custom design unit in 2016.

This took off quickly and is now an established and successful part of our operation, working and partnering with established brands, promotion agencies and organisations across Europe.

Today we can proudly say that the STATE OF WOW Group is a main player and the largest head wear company operating in the Nordic countries and Northern Europe. The rest of Europe is next.

**Stay humble and use your head!**

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# The Foundation

*We are a value based company, and we take our foundation very seriously. This means, that you can expect to be met by people who do their best to live up to these standards, when collaborating with us.*

## Head First

We develop products for the head. Headwear and related accessories. This is our main focus, and we consider ourselves at champion level through more than fifteen years of experience.

That same experience with wins and fails has taught us, that we need to use our heads when developing new products too. This means, that every new product is well thought out in both production, quality and trend.

To us Head First also means using our heads to make a difference for others. That’s why we year after year engage ourselves in charitable work.

## The WOW!

Since the birth of the company and throughout the years, giving that little extra and turning the experience of meeting and working with us into something special, has been the core of our DNA and foundation.

Business should be fun, profitable and enriching for us, our partners, fans and end-users.

We always seek to find and execute that special something, that makes the experience memorable, relevant and cool.

The WOW Effect.

## Value Forever

At our house nothing is left to chance. We use our heads.

We should in both detail and as a whole always be creating real value. Otherwise we lose our relevance and edge.

We always question the existing and look at everything with a critical eye, with the intent of finding an even better way.

Today’s value is not necessarily tomorrow’s.

## Karma Quality

What goes around comes around. Everyone knows this. And we do too.

That’s why, we work intensively to deliver the expected quality in all that we do – from products to service and general collaboration.

We test, sample and focus on our value chain and processes all the time and everyday to ensure your success.

We need and want to be the reliable partner and brand you find easy and cool to work with.

# The Facts

Years in business:	Brands are represented in:	Number of employees:	Units produced 2004 – 2018:	Sold units:	Number of display installments:
More than 15 years	Denmark, Sweden, Norway, Finland, Iceland, Greenland, Faroe Islands, Germany, France, Hungary, Czech Republic, Slovakia, Switzerland, Netherlands, Australia, United Kingdom.	Year 2018 – 15 persons	More than 10 million	2016: 875.000 2017: 950.000 2018: 1.100.000	2018 – More than 2.000

## Production & current markets

*Today, after years of working on the right design, quality, delivery safety and environmental and ethical standards that truly live up to our satisfaction – we can proudly say that STATE OF WOW is the largest headwear company operating in the Nordics.*

We develop, produce and supply headwear and related accessories to customers worldwide. Commercial as well as high end. We believe in karma quality and long-term business relationships – believes, which we ensure, are maintained at our suppliers in China, Vietnam, Pakistan and Poland.

We have the know-how, skills, experience and passion to handle small and big customers with high demands in terms of quality, special packaging, labelling, tests and certifications. Supported by our professional STATE OF WOW team, and

our onsite office in China, we too ensure the best possible sourcing, development and suppliers in order to be upfront on new market situations and technological developments.

Our willingness to continuously work hard and invest guarantee that we stay on top of our products and value chain as well as maintain our market position – market leader in the Nordics and go-to-guys within headwear and related accessories. Going forward, this too will enable us to expand even further in Europe and conquer the world!







## Service & Quality

*We have always sought to find that special something that makes working with STATE OF WOW a memorable, relevant and cool experience – for our partners, fans and end-users. The WOW Effect.*

The customer is always our focus. We want to deliver personal, extraordinary experiences and arouse enthusiasm amongst our users through our designs, sourcing and wide range of options. Users should be able to personalize and express themselves through our products. Show off their WOW.

At STATE OF WOW every detail matters. We believe that service and quality are the two most important things for a business to thrive. And that is why we constantly challenge status quo. We focus on that little extra in all that we do – from design to sourcing, production, fit and packaging so it's ready to be presented in a shop or website. We call this the *WOW Effect*.

The most important thing for STATE OF WOW is to create value for our business partners, therefore we take all the risk. We ensure that you have the right assortment of products according to your customer type, shop, location, distribution channel and operating market. We offer both wholesale business solutions and full-service custom design headwear development and production. Why do we do this? Because if the customer has

success, we, as a supplier, have success.

### Code of WOW

At STATE OF WOW our Code of Conduct encourages commitment to responsible production principles around the world. It describes the ethics we believe to be fundamental when doing business – the right way. All major suppliers who manufacture products for STATE OF WOW including any sub-contractors of major components will be audited unannounced by STATE OF WOW or by an independent auditor partner.

We acknowledge that legislation and cultural patterns vary across the world and that some suppliers operate under different circumstances. We will however not accept a supplier who does not comply with our Code of Conduct.

Our Code of Conduct addresses the following overall issues: Human rights, Labor standards, Environment, Anti-corruption, Child labor, Disciplinary practices, Compensation, Working hours, Discrimination, Employment terms, and Safety & Healthy work environment.



# Social Commitment & Responsibility

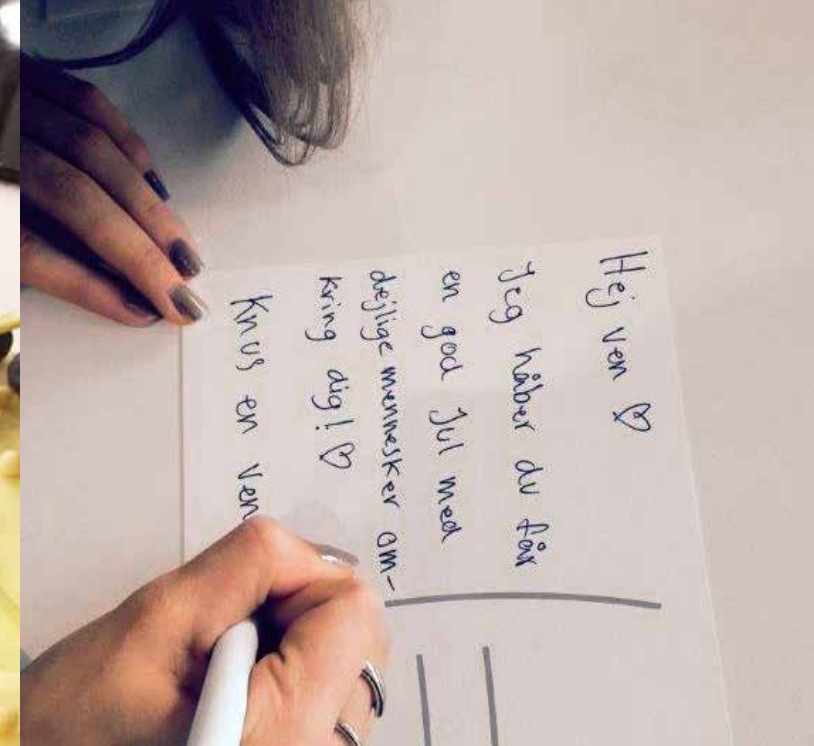
*We use our heads to make a difference for others. That's why we year after year engage ourselves in charitable work and have a strict Code of Conduct. Business should be good, but done the right way!*

Christmas time is all about giving. Gifts have a way of making us all feel warm and happy inside, however, not everyone can look forward to a grand tree and presents. While many of us have a surplus of mental and material resources, a lot of socially marginalized kids and young people often grow up in families where money is tight, and the surplus is low. That's where STATE OF WOW comes in.

Over the last many years, our employees, families and friends have gathered for an internal Christmas event. Over a couple of days, we wrap gifts, write personal Christmas cards and enjoy each other's company. The gifts are then sent to orphanages and institutions for the homeless and drug addicts around Denmark.

In 2018, the company helped more than 600 kids, young people, families and socially vulnerable with personal gifts and handwritten cards.

For STATE OF WOW it is only logical that we try and make the world a better place. Not only at Christmas, but all year around. That is why, we have a strict Code of Conduct that encourages commitment to responsible production principles around the world. If a supplier or sub-contractor does not comply with our Code of Conduct, we are not interested in doing business with them. We care about the world and in the people in it. That is why we only do business one way – the right way.





# The Organization

*We develop products for the head. This is our main focus, and we consider ourselves at champion level with more than fifteen years of experience. At our house nothing is left to chance. We use our heads. We constantly strive to do better.*

STATE OF WOW is the largest headwear company in the Nordics – offering proven and optimized wholesale and display solutions for the retail space, private label development and production solutions for a wide range of established fashion brands, promotion agencies, festivals and organizations across Europe. Today, we are 16

employees and one external WOW-consultant, placed respectively at our head office in Copenhagen, Denmark, and our office in Dongguan, China. Together, we strive to push the boundaries of what is possible – always questioning the existing with the intent of finding an even better way.



## BtB Partner Concepts

### • WOW Wholesale

We offer our customers the complete solution – no risks attached, large profits and high turn-overs. All you got to do is give us an A-location in your store, minimum 1 m<sup>2</sup>, for our high-performance display. The product display assortment is carefully selected between you and one of our experienced sales and retail merchandisers – according to type of shop, location, sales channel and market. We deliver and change POS material, service the display and replenish. We exchange slow-sellers, stock top-sellers and keep you completely risk-free. Together we create success, if not, return the display and only pay for the non-returned items – everything else is credited.

### • WOW Innovation

We have years of experience in headwear production based on our brands UPFRONT® and STATEWEAR™. That is why, we are able to offer a full-service headwear development and supply division. Also, we offer a variety of services for custom design and private label customers – from design and manufacturing to handling of entire collections.

## Own Retail Brands

### • Upfront

UPFRONT® draws its inspiration from the energizing DJ and music scene. It's the brand for the forward thinking and progressive weekend warrior. With its risk-taking street style, it's the hyped, creative counterpoint to STATEWEAR™. Yet, it stretches from underground to mainstream, from classic to high end fashion – and sometimes even the avantgarde.

UPFRONT® focuses on four distribution channels: EXCLUSIVE, STREET, FASHION and SPORT.

### • STATEWEAR

STATEWEAR™ is the brand for the masses with value for money products. It is an entry-level brand with a low price point and is primrily sold in high-traffic locations such as supermarkets, gas stations, DIY shops and outlet stores. The selection of products, prints and color combinations is wide and contains everything from baseball caps, snapbacks, closed backs, comfy beanies and a variation of scarves, gloves and eyewear.



## Product categories



## WOW Wholesale – your Cash Cow on 1 m<sup>2</sup>

*Want to ensure revenue? Want to create a steady return of profits that by far exceeds the cash you put into it?*

We are STATE OF WOW and we use our heads – both our own and your customers.

We use your customers' head because we create headwear and related accessories at a price that is hard to say no to. Even we find it hard to resist. This ensures revenue.

We use our head so you don't have to rack your brain on whether our unique display solution is filled with the right products. We make sure of that. The product display assortment is carefully selected in relation to your type of shop, loca-

tion, sales channel, market and season. We even deliver and change POS material, service your display and replenish. We exchange slow-sellers, restock top-sellers and keep you completely risk-free. All you have to do is make at least one square meter available in the store, and we handle the rest.

And if this does not work for you, just return the display, pay for the non-returned items – everything else is credited. It's service – it's STATE OF WOW.



# The even more legendary multiple display solution

*Want to WOW your customers even more when they enter your store?  
Then make room for our legendary multiple display solution.*



**2-Row / Base**



**3-Row / Base**

Together with our customers, we always find the right display solution for their exact store. We always adapt to the individual customer's needs. Our display solution just fits right in, and it does not matter which kind of retail space, you want to increase revenue in. Our solution is built to be customized to your space – and needs.

Our display is simple and timeless. We always let the products do the talking. Any POS material surrounding the products is also customized to fit the chosen products and is changed according to season. Depending on the solution chosen and the assortment picked, our display can show off everything from caps, hats, gloves, scarves to sun- and reading glasses.



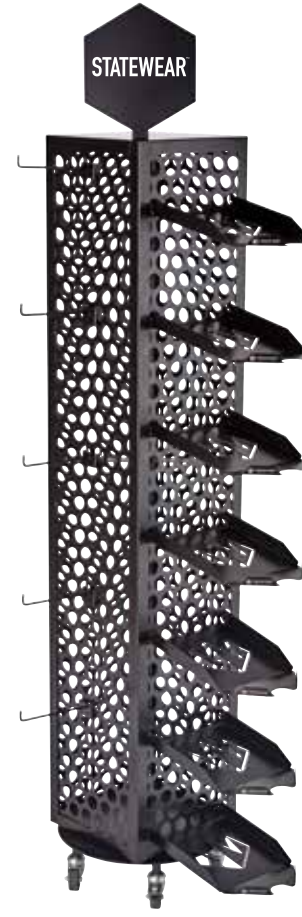


# The legendary one display solution

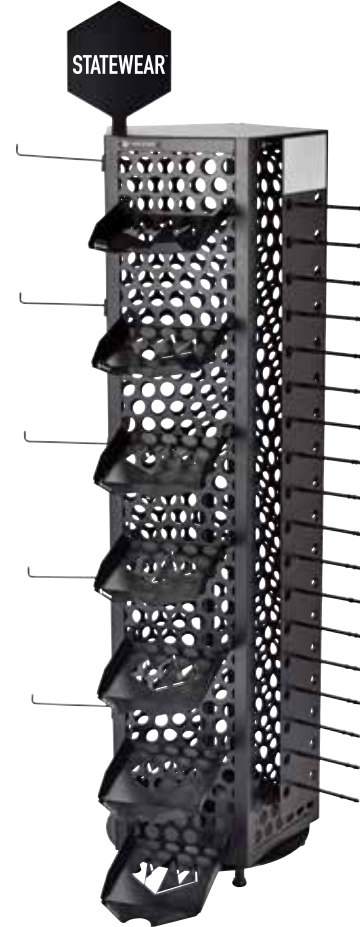
*Want to WOW your customers when they enter your store? Then make room for our legendary one display solution.*



**Triangle**



**Square**



**Pentagon**

At STATE OF WOW we live by one business concept. We want to WOW our customers, and so we always offer them the complete solution – no risks attached, guaranteed large profits and high turnovers. But what do they have to do, you ask? Provide us with an A-location in their store with space for our legendary one display solution, as well as products. The display comes in three different shapes – triangle, square and pentagon –

and is carefully selected between you and one of our awesome sales and retail merchandisers along with the recommended assortment.

When we say there are no risks – we mean it. We exchange slow-sellers and stock top-sellers. If this does nothing for you, just return the display and pay for the non-returned items – everything else is credited.







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WOW Wholesale



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## Fits right in

It really does – and that is in all modesty the beauty of our wholesale and display solution.

It doesn't matter which kind of retail space you want to increase revenue in. Our solution is built to be customized to every small or large space available and possible.

The products on display are selected to match the relevant consumer segments and the display solution and the POS material surrounding the products is customized in the same manner.

If you just provide the space, we'll take care of all of the above, stock up on products and take the risk in terms of surplus stock and so forth – leaving you with a no-headache cash cow solution in your retail space. Just cool headwear that people love ...







Throughout 6 years WOW Innovation has supported us with nice products, easy communication and reliable deliveries. With a friendly mindset they develop new styles – always in a high quality

– Trine Torp, Le Fix

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## Use our heads to design, develop and supply you with custom headwear solutions

*Create customized headwear and related accessories with WOW Innovation. We develop, source and produce the design that fits you.*

We consider ourselves a full-service headwear, development and supply division that source to find the right solution for each customer. We always aim to do better – to offer the best possible quality and service. Because, we believe this is the only way to gain and maintain long lasting relationships with our customers. We have many years of experience from our own headwear

development and production, more precisely our brands UPFRONT® and STATEWEAR™, including a well-established trend insight and high-level sourcing support.

We work from the headquarter in Copenhagen, with support from our office in China. All done to ensure the best possible procedures,



For around 2 years we've worked with WOW Innovation. Due to their expertise within headwear and focus on common development, we keep them as a close partner

– Sarah Shaumann, Senior Sourcer, Matinique

development and suppliers in order to be upfront on new market situations and technological developments.

The most important thing for WOW Innovation is to create value for our business partners. We want to create success, not just for ourselves, but for you, our customer – and we do just that

by being the most attractive partner for Private Label headwear and related accessories on the market. At STATE OF WOW, we believe in Quality, Service & Relationships.





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## How to guide – From idea to product

*How does the process actually work? Where do we begin and where does it end – with your personalized headwear, of course.*

We offer more than 15 standard shapes for caps, just as many for beanies – available in big variety of classic, sporty and fashionable fabrics. Have special requirements? No problem. Our office in China will source it. If you need physical samples before settling on a shape, we will even send you a selection of our models.

When style and shape has been finalized, we calculate the price based on different quantities.

Once the price is confirmed – a proto sample is made for approval before we proceed. The proto sample is delivered within 3 weeks. So lean back, and let us do all the heavy lifting.

The fun begins as soon as the proto sample has been approved. Production time is 5–8 weeks.

## The Facts

### Sales countries:

Denmark, Sweden, Finland, Norway, UK, Germany, Holland, Spain, Austria, Switzerland, Italy, USA, Australia, France, Monaco.

### Active customer base:

More than 140 different brands/companies.

### Sold units pr. year:

2016: 150.000  
2017: 225.000  
2018: 350.000

### Years in business:

More than 6 years.

### Brands we've developed solutions for

STATE OF WOW has not only developed, distributed and marketing our own headwear and related accessories, we too have become a full-service headwear, development and supply division for several brands in the fashion, sport and music industry. Ranging from Les Deux, Wood Wood, Wonhundred, Han Kjøbenhavn to FCK and Armin Van Burren as well as larger Festivals. In fact, we work with customers in more than 10 different countries and produce more than 250.000 units of customized headwear annually.





# UPFRONT®

S t r e e t  
F a s h i o n  
S p o r t  
E x c l u s i v e

Born in 2009 between the rotating turntables in the club, energized by the bass and pulse of the crowd, drawn by the fashion and rebellion of the inner city street scene, Upfront emerged as a headwear brand for the forward thinking and progressive weekend warriors demanding change and a life, that was something else than the capitalist agenda, that had slung the world into a historic crisis at the time.

Upfront and fans wouldn't let a few people's greed destroy a life full of great musical experiences, good vibes and inspiration.

The brand was an instant success, and still is to this day – expanding its offer to include a wider range of products plus clear and selective targeting of consumer segments. Still staying true to its roots of high quality headwear and related accessories, taking its inspiration from both subcultures, haute couture fashion and mainstream trends.





## From turntablism and pirate street parties to established and profitable brand

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*The story of a brand succeeding in both targeting the underground and mainstream market as well as expanding its product range, without losing grip and core DNA.*

Upfront is synonymous with state-of-the-art craftsmanship in headwear. Since the beginning we have always focused on upgrading and pushing the standard for both detailing, design and material – always being realistic in terms of brand, market, sourcing and pricing.

This means, that our brand has had that good and rare balance between forward thinking, idealism and good business – without taking unnecessary risks at the wrong time. And you can rest assured, that we'll stay on that path in the future.

We intend to put our experience to use, and continuously hit the markets, existing and poten-

tial end-users with collections, that are just right at the right point in time.

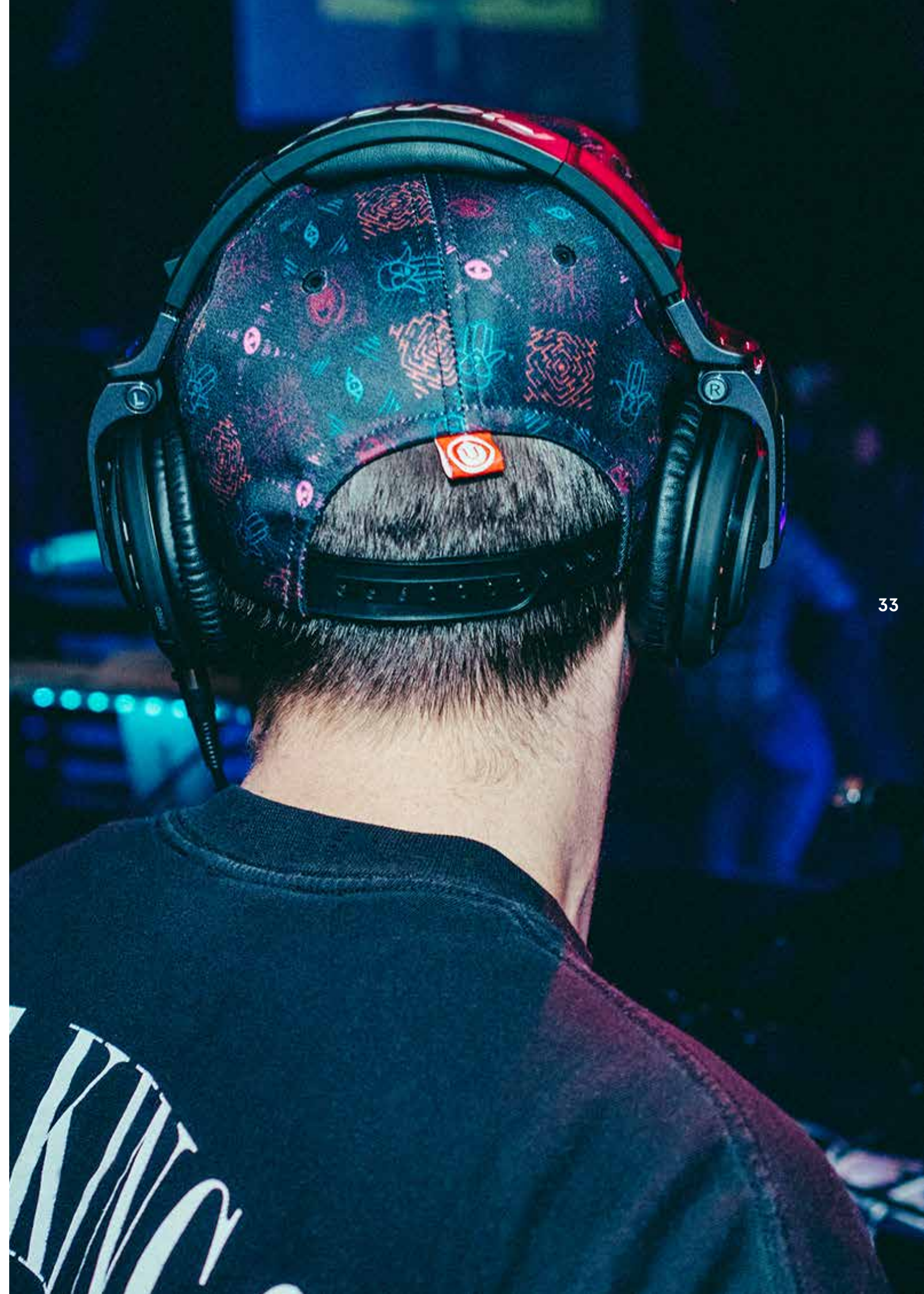
The core of Upfront is something as rare as quality in these fast fashion days.

We are hysterical about the quality of our end products. Always have been – always will be.

We believe that headwear is the most potent accessory to express your personality – and all individuals are special and possess quality.

If we wouldn't wear it ourselves, we won't make it. And that goes for all our collections – from the original, Street, to Fashion, Sport and it goes without saying talking about Upfront Exclusive.

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# Hit the streets – head first

*Always in motion. Exploring the unknown, mixing mainstream with the progressive and forever recognizing that the true energy of the city is born underground in places, you’ve never heard of.*

## Why

Because using your head to express your personality and flag your tribe is essential to culture and subculture – for people living it, people following and cultural associates.

## How

By exploring and being upfront on the trends and subcultures shaping the fashion of the city and ultimately the mainstream, we stay on-top and relevant in both collection, marketing and brand.

## What

A cool, accessible, urban, forward thinking fashion brand carefully bridging the gap between underground and mainstream without losing either.

## Where

Upfront Street is marketed through the most common social media, and can be found in urban style street fashion stores and in the top-end of mainstream fashion stores targeting both men and women.

*As Upfront Street is both targeting authentic cultural drivers, followers and associates, the collections include a wide range of headwear – but also related accessories such as scarves, gloves and eyewear.*

*The brand also speaks to a wide range of people in terms of age. From the fifteen year old cool dude or girl, to the just-turned-forty guy looking in the mirror thinking “It’s really not over yet – I feel fresh and young at heart. So what’s a few grey hairs, kids and a steady income, when I still know, what’s going down in the street ... I’m on top of my game. C’mon Monday – bring it on!” It’s a mindset.*





#### Examples →

1. Cap
2. Scarf
3. Gloves

  
**UPFRONT**<sup>®</sup>  
Fashion

For the medium and premium segment

## Fashion – it's an everyday thing

*Upfront Fashion is bringing international headwear trends to the mainstream, supporting them in telling their story in their everyday life.*

### Why

Because even non-headwear connoisseurs and hype-beast fashionistas should be, and want to, express their personality through headwear as well as the true believers.

### How

By following major trends in headwear and related accessories, we develop cool and contemporary collections, that appeal to the mainstream segment at competitive price levels. Mainstream but never predictable and boring.

### What

A mainstream and casual with an edge headwear brand, that includes headwear but also related accessories. A safe bet for him or her wanting to use their head for expression – but won't invest more than necessary.

### Where

You'll find Upfront Fashion across mainstream fashion stores. In the city as well as more provincial retail spaces. Plus in the digital retail space of course.





# Focus and dedication in a world of dedication and focus

*Typically headwear for sports is a minor appendix in major sportsbrands product portfolio – Upfront Sport is solely dedicated to developing quality headwear for this massive market segment.*

## Why

Because we believe, that insight and focus wins the market – and gets you podium positions on the track and field.

## What

A headwear brand for the sport and fitness market combining technology and fashion for the mainstream and advanced athletes.

## How

Through research and understanding of athletes challenges and staying on track in terms of trends, we develop quality, contemporary and in some cases advanced collections for the mainstream and more dedicated athletes.

## Where

You can find us in most major sportswear chains, sport and fitness departments in the general retail space and in specialized and dedicated stores focusing on a single sporting activity – on and offline.

*We develop products for activity that look and feel good – and in some cases advanced solving real challenges and issues. But the volume of the market is of course the everyday and mainstream leisure athlete. That's why our products are developed to be accessible for most people, keeping the price level at medium level on most products targeting all sexes, both adults and youth, with collections including headwear, gloves and eyewear.*



  
**UPFRONT**<sup>®</sup>  
Sport





## Upfront being truly upfront and keeping the brand in front of the competition

*Exploring the edges of headwear, experimenting and taking chances with not-before-seen collaborations is at the heart of our exclusive branch of the Upfront brand.*

### Why

Because evolution, new standards, true inspiration and progress only come from someone being progressive, forward thinking and collaborative with others.

### How

By coupling our experience, mindset, knowledge and production facilities with other open minded organisations or people, we create experiences and exclusive products, that both inspires, surprises and provokes people and ourselves.

### What

Exclusive and collaborative branch of the brand, Special Unit, dedicated to exploring what headwear might also be, if we leave conventional thinking behind.

### Where

Could be anywhere and everywhere. But you won't find Upfront Exclusive in the medium and low end retail spaces. But you might find us in the high-end, hype-end and at selected shops and stores in the traditional fashion retail space – on and offline.

*This is our open space, and likeminded are welcome to play and participate in this part of the Upfront Universe. Collaboration and imagination will engineer and create new concepts and products, that we haven't even thought of ourselves yet, keeping the brand vibrant and relevant.*

*And the goodwill in terms of forward thinking and creativity in this branch of the brand will trickle down on the other branches – keeping the whole Upfront family fresh in the eyes of our fans.*



# STATEWEAR<sup>TM</sup>

STATEWEAR. The no-brand brand that you know, that you don't know. STATEWEAR is for the masses, and we don't consider or drive STATEWEAR as a brand as such. This is products. And it's value for money products.

STATEWEAR is volume and products for the impulsive end consumer, who isn't necessarily shopping for headwear or related accessories – but is met by a good offer at the exact right price at the right time in the retail space, and just grab one, because it looks cool and is available.

Value for money and a good price is at the forefront of the point-of-sale communication. The collection has a name, STATEWEAR, and thus becomes a “brand” – but in this case, there is no deeper brandstory, other than what the individual consumers own interpretation of the product in hand – if any.





# Value for money

*The value for money no-brand brand appealing to the masses and the non-headwear connoisseurs, who still need something functional or just won't pay more than necessary for this type of product.*

## Why

Because everyone needs headwear or related accessories from time to time, and it is good business, being able to provide just that, at the right time, in the right space at the right price.

## How

We analyze the very mainstream and the easy-to-sell trends and develop products in such a way, that the retail price cries: "Try me. I'm pretty cool, and I won't drain your savings – I promise!" to the passers-by of our display.

## What

STATEWEAR is an ultra mainstream, outlet, low-end value-for-money collection of headwear and related accessories – remaining ambitious about the quality of the products.

*If the brandstory of STATEWEAR doesn't sound as nice and attractive as the pricing, the sell-through and volume might make up for the lack of brand DNA and marketing activity. The STATEWEAR collection stretches across most areas of headwear, eyewear, tubes, gloves and scarves. So there should be something for every impulsive or value-for-money driven consumer – which is exactly the point.*







## Where

# Find us as accessories in the barbeque section or perhaps next to the screws and nails

*STATEWEAR lives a quiet, but good and profitable life in the shadows of other categories – being the complimentary, the accessory or the impuls buy for any regular and price-focused consumer.*

For us it's all about being at the right place at the right time, with the relevant product and price, so you just can't ignore it.

And in this branch of our business we are not afraid of being anywhere – as long as there is business and people. We are not protecting a brand here – we are selling stuff to people, that they want right there and then.

That's why you'll find STATEWEAR as integrated and well-placed display solutions, holding a variety and mix of relevant products in sync with the offerings surrounding them or the type of retail space itself, in as different retail spaces as:

- DIY's or instore departments alike
- Discount and outlet spaces
- 24 Hour shops such as 7-11
- Gas stations
- Supermarkets in all shapes and sizes



We have worked with STATE OF WOW for more than 10 years and highly appreciate their flexibility and solution-oriented approach to everything they do. The company is always on trend and development within the different categories of headwear. Also, STATE OF WOW has continuously contributed with good excellent service.

– Mario, Buyer at Fleggaard





”

*I want to create something and watch it grow; How can we assemble and package the product, create a concept that is sellable and support it through marketing to really help establish a brand.*

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## The Founder – Mr. Muff

*With more than 30 years of experience in entrepreneurship and a passion for lifestyle products, founder and chairman Allan Muff is a major part of STATE OF WOW's DNA.*

Entrepreneur, investor chairman and former DJ – Allan Muff is a man of many talents. Born in Copenhagen in 1969, he started his first firm in 1984 and has since founded, supported or invested in 14 companies with more than 20 brands.

Today, Muff keeps himself occupied with ownership in several companies – three of them STATE OF WOW, CrushGrind and KortKartellet are placed in the same entrepreneurial environment Filmbyen, an old military base in Hvidovre. And there's a specific reason for that – namely to create an entrepreneurial environment with room for sharing, discussion and development – for all – across industry and company! The only way to evolve is together!

### **STATE OF WOW – a walk down memory lane**

Since the birth of the company in 2004, a lot has changed.

Back in the day, the company was called WOW Innovation – and sold a large number of extra-vagant caps for brands like New Era and Yupoong. Actually, it was not until 2009 that the company established as a brand with its own design and production – better known as Upfront.

In 2011, another brand and universe was born, more commonly known as STATEWEAR. From here on, things escalated quickly, and in 2015 STATE OF WOW realized an old ambition – having own brands in more than 2.000 point of sales.

In 2016, STATE OF WOW then decided to launch WOW Innovation as an independent business unit. This was a result of an increasing demand to offer a variety of services for custom design and private label customers – from production, handling and manufacturing of entire collections.

While a lot has changed since 2004, one thing has always remained the same. At our house nothing is left to chance. We use our heads.

### **Muff facts**

- Married to Christina Muff
- Vegetarian since 1993
- Idolizes his Jack Russel Terrier, Mille
- Strong believer in champagne and chocolate
- Meditates daily





# Contact us and find us here

Want to give us a call, send us an e-mail or perhaps visit us at our Copenhagen headquarters? Do not hesitate. We'd love to hear from you - and meet you.

If you have questions about our concepts, products, prices, display solutions, custom design and private label, well anything, really – don't hesitate! Our support and sales team are always ready to assist you and answer all your questions. Just give us a call. Or, stop by our head-office.

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