



Hangers for Brands

February 2020



Hangers for clever people

MAWA



MAWA is a well-known, internationally operating manufacturer of clothes hangers based in Germany.

- Long term experience and expertise – producing high quality hangers since 1946.
- Furnishing of showrooms and stores on a small and large scale.
- Trend-setting concepts and designs.
- Production according to high quality and sustainability criteria.
- Successful collaboration with Escada, Liebeskind and Wolford, among others.



Hangers for clever people

Hangers for Brands



Fruit of the Loom, Berlin



Christopher Kane, London

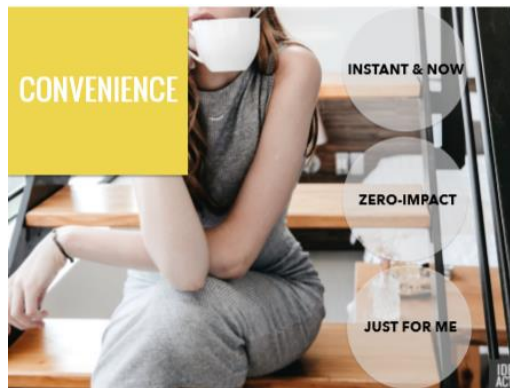
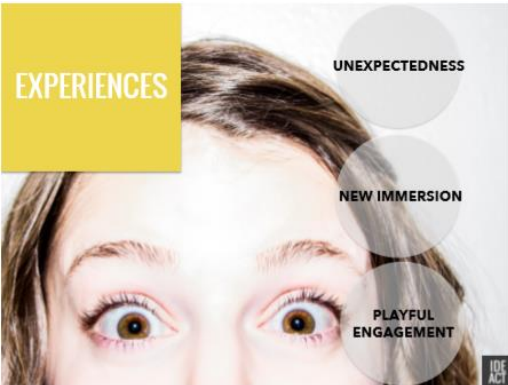
The stationary trade of the future stands for worlds of experience as well as emotional and social experiences.

- The store transforms from a classic warehouse to a showroom and **lifestyle space** where like-minded people meet and immerse themselves in the brand world together.
- **Good shop fitting inspires and seduces!** It presents the values and uniqueness of a brand.
- The clothes hanger must present the goods in such a way, that they always appear in the best light, and as a brand ambassador it must **underline the individuality of the brand.**



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Customer Experience



You've got to start with the customer experience and work back toward the technology – not the other way around“.

Steve Jobs

- Retail trends are not defined by technologies, but by the needs and expectations of consumers.
- In order to define customer-centric retail concepts, the needs and problems of the customers must be understood, namely the needs of tomorrow.
- In order to rethink the shopping experience for tomorrow's customer, there are basically two starting points:
 - **Attention-grabbing immersive experiences**
 - **Comfort and convenience**



Hangers for clever people

MAWA Fashion



HANGERS
FOR BRANDS

Complete concept for your individual hanger design

- **Best of MAWA assortment - customizable**
We offer a wide range of wooden and metal hangers, for every type of garment and style. Our wooden hangers **can be customized individually**, by choosing colour, hook and branding.
- **MAWA Fashion Lifestyle**
Special assortment of hangers, categorised into 6 different lifestyles, which are expressed through shape, colour and material selection.
- **MAWA Fashion Individual**
Individual hanger design in the form language of the brands corporate identity and the store design.
- MAWA Fashion meets high sustainability criteria.
- MAWA Fashion turns clothes hangers into exclusive brand ambassadors.



Hangers for clever people

Details make the difference



Metal Hangers:

- Save up to 40% space
- Made of German steel
- With non-slip coating free of harming substances
- High stability and holding force
- Rotating hooks and patented clips

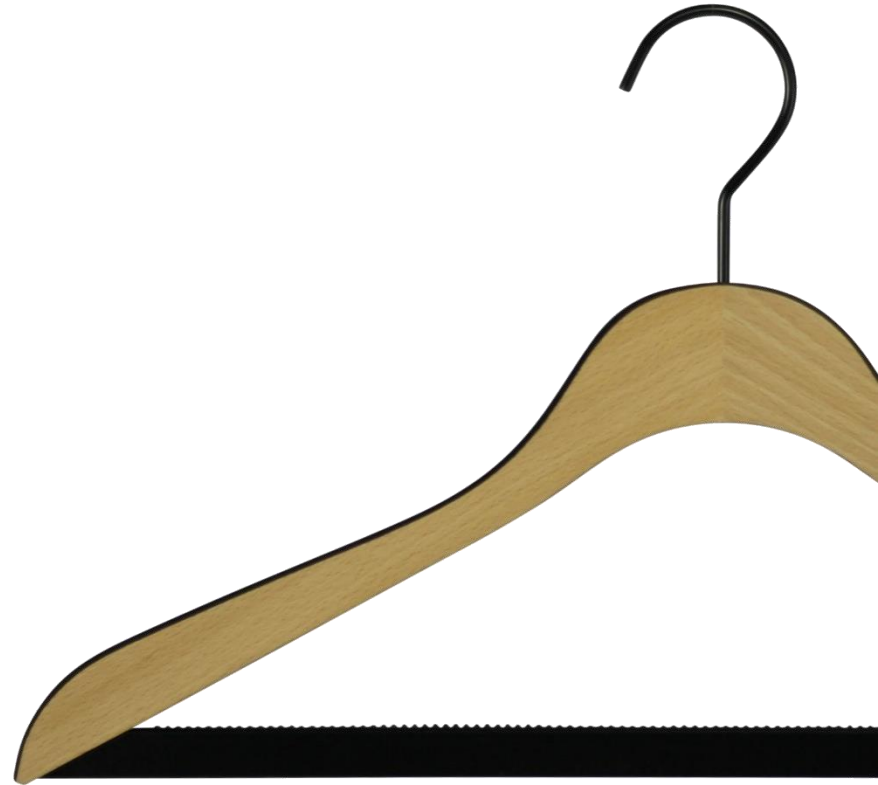


Hangers for clever people

Details make the difference

Wooden Hangers:

- Solid wood hangers with extra smooth surfaces
- Hook fully rotatable and stable
- Trousers bar with non-slip coating
- All wooden hangers with FSC certificate
- Water-based and eco-friendly paints and stains



Hangers for clever people

Details make the difference



Hangers with patented MAWA clips:

- High stability and holding force -> perfect for hanging heavy clothing
- Long durability – stable bars and fatigue-proof clips
- Clips are easily adjustable on the bar
- Clips with five times coiled springs
- Non-slip coating to protect the fabrics and avoid slipping off (available in different colours or transparent)



Hangers for clever people

Our Bestsellers

Metal hangers – available in various shapes, colours and sizes

-> space saving, with skinfriendly antislip coating and swivel hooks

-> made of solid steel for high stability, loading force and long durability



Silhouette/F – collar form, with non-slip coating



Silhouette light/FT – extra thin, collar form, with non-slip coating



Bodyform/L – with shoulder enlargement, with non-slip coating



Economic/P – round form, with non-slip coating



Economic light/PT – extra thin, round form, with non-slip coating



Bodyform/LS – with shoulder enlargement and trouser bar, with non-slip coating



Hangers for clever people

Our Bestsellers

Wooden hangers – available in different shapes, sizes and stained or lacquered in various colours
-> FSC certified, from sustainable forestry
-> with skinfriendly, waterbased lacquers



Business Line

Beech wood, clear lacquering



Metropolis Line

Black lacquering and black hooks



Scandinavia Line

Beech wood, white washed



Loft Line

Beech wood, black contour and black hooks



Country Line

Ash wood and nickel hooks



by MAWA



Hangers for clever people

Our Bestsellers

Clip hangers – with solid steel bars, swivel hooks and non-slip coated clips (in diff. colours available)
-> high stability, loading force and durability; no damage to the fabric
-> **perfect for trousers, skirts, accessories and especially for heavy clothing as leather and outerwear**



Clip K17/D – width 17 cm



Clip K30/D – width 30 cm



Clip K40/DG4 – width 40 cm, with our extra strong, large Superclips



Clip K1



Business/K



Hangers for clever people

MAWA Fashion Lifestyle



STATEMENT OF STYLE



ORGANIC LIFE



LIGHTNESS OF BEEING



TEMPERATE STYLE



NEW URBAN LIFESTYLE



CELEBRATING LIFE

Our lifestyle worlds offer inspiration and orientation for your hanger design

- Hanger series for all types of clothing
- Customizable features: colour, hook, clip, branding
- High quality design
- Top functionality
- Sustainable production

The classification supports you in effective customer experience at the fashion POS.



Hangers for clever people

Lifestyle worlds and hanger design



STATEMENT OF STYLE



ORGANIC LIFE



LIGHTNESS OF BEEING



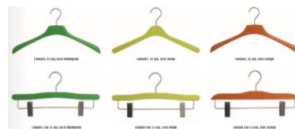
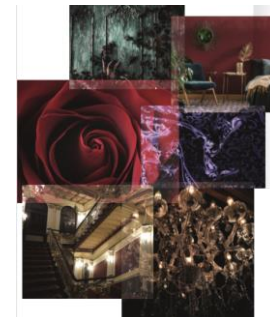
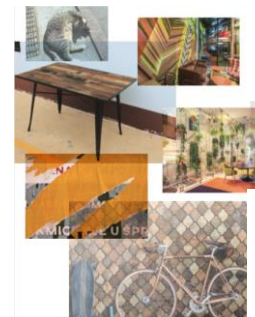
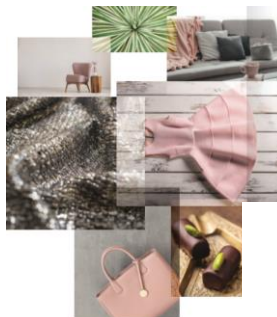
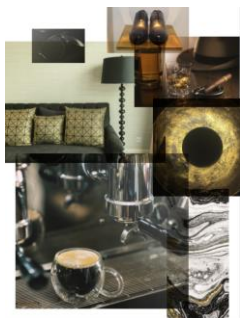
TEMPERATE STYLE



NEW URBAN LIFESTYLE



CELEBRATING LIFE



MAWA Fashion Individual



More exclusivity in the design language of the brands Corporate Identity and store design

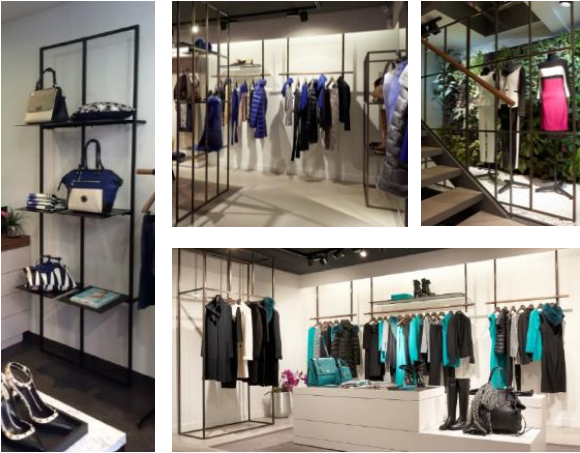
- Development of an individual hanger design in close agreement with the customer.
- Customizable features: colour, hook, clips, branding
- High quality design
- Top functionality
- Sustainable production

Your clothes hanger as a brand experience at the fashion POS.



Hangers for clever people

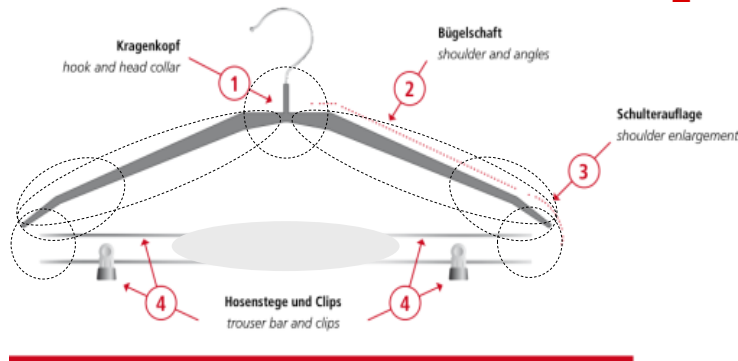
Beeing you!



The uniqueness of your brand counts!

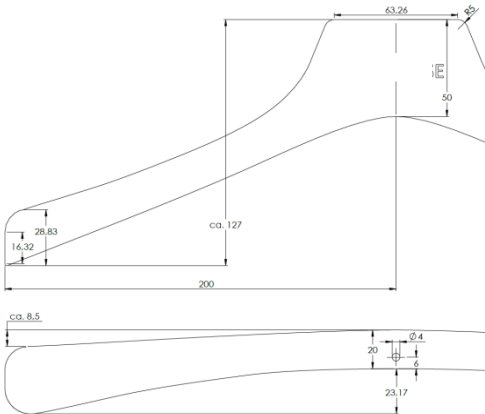
Individual design, that meets all your needs:

- design, that reflects the design language of your brand
- dimensions and angles perfectly adapted for your garments
- Digital service: 3D visualization, 3D printing and real prototyping
- Production of prototypes, equipping of showrooms and shops, rollout on demand



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We make it happen



Your Hanger-Project

- **Briefing:** Evaluation of your requirements and wishes.
- **Style Facts:** Coordination of your design specifications (CI, store design) and wishes.
- **Design:** Digital based development of your hanger design. We support you with our expertise in the design.
- **Prototyping:** We produce prototypes of your desired hanger design in 3D printing and as original samples to optimize and tune the finish.
- **Production:** We produce your individual hanger design according to high quality and sustainability criteria for the equipment of your showrooms and shops in small and large editions.



Hangers for clever people

Design with passion

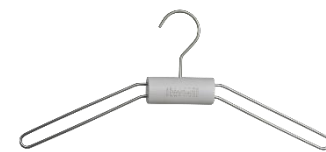
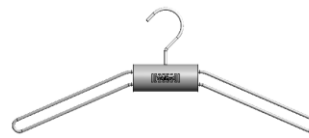
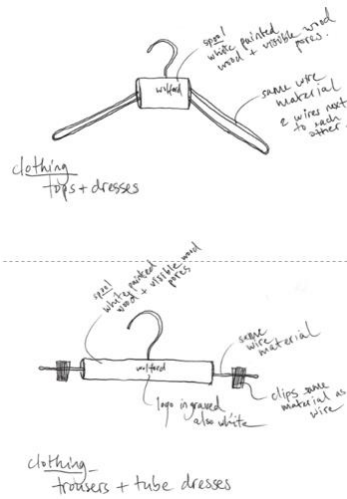
Phase 1
Briefing

Phase 2
Design

Phase 3
Prototyping

Phase 4
Testing

Phase 5
Rollout



Style Facts

Draft

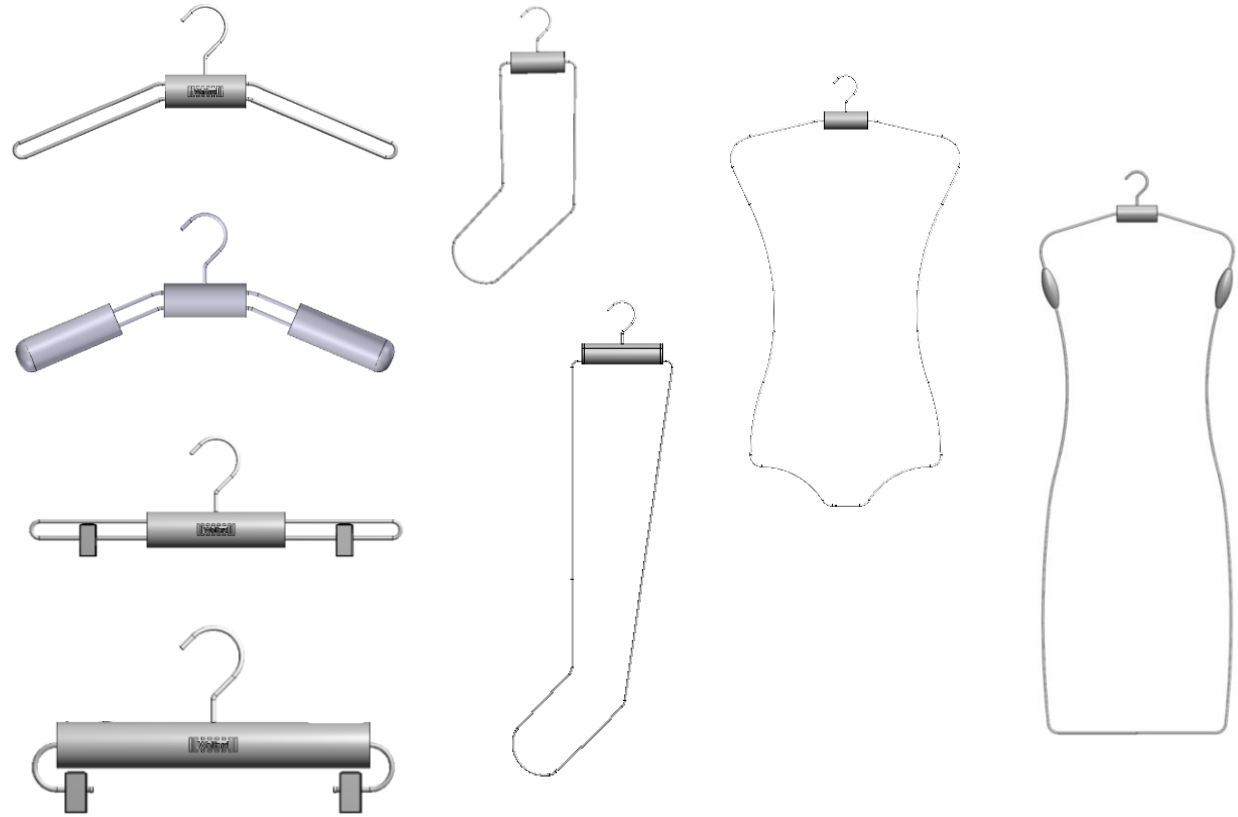
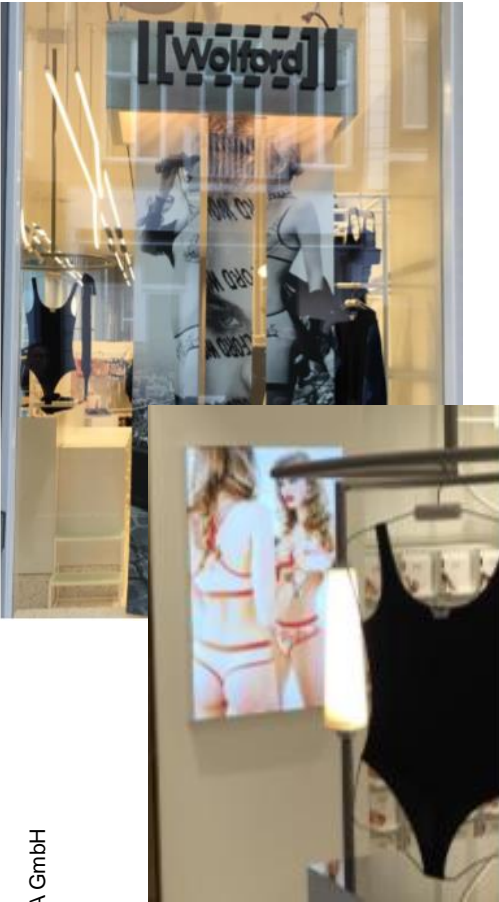
3D-Visuals

3D-Print
Real-Prototyp

Production



Case Study Wolford



Hangers for clever people

Branding



Tampon print

1 or 2 colours / 1 or 2 sides
for flat and bodyformed
hangers



Embossing/Branding

Relief in hanger colour,
strong relief drawing



Thermal printing

Branding with stamp and
coloured foil,
strong relief drawing



Laser engraving

Relief in hanger colour
Soft relief drawing

For the branding we offer different print variants, which you can choose optionally.



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Sustainability



For the benefit of the environment

MAWA clothes hangers are manufactured in an environmentally friendly way and according to strict ecological criteria.



Agenda 2030

We support the goals of the United Nations' Agenda 2030 up to a change for ecological, low-emission and environmentally friendly production.



SKIN friendly

MAWA clothes hangers do not contain any harmful softeners or heavy metals that could be transferred from the hanger to the clothes and your skin.



Responsible forestry

MAWA wooden hangers are manufactured exclusively from sustainable, controlled cultivation and are FSC® certified.

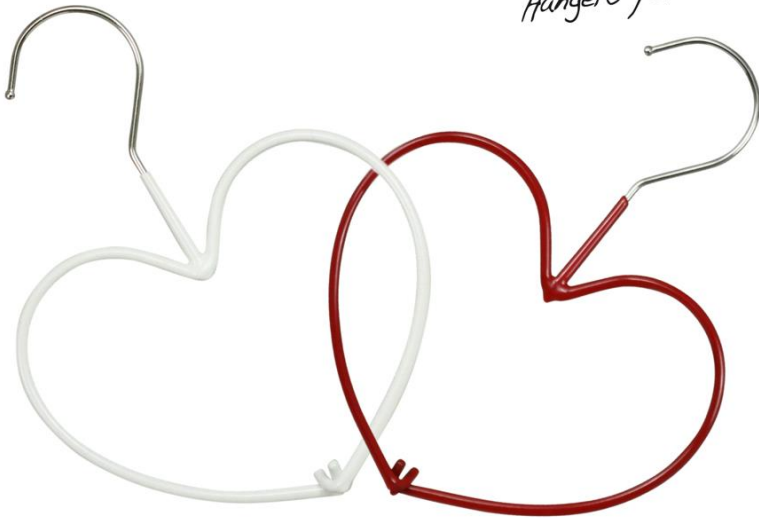


Hangers for clever people

Surprise your customers!



Hangers for clever people



Original SINCE 1948

MAWA – passionate about hangers since 1948

Profit from our experience and choose the original!

We provide you the perfect hanger to represent your brand:

- with highest quality
- and unique design



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