

HOUSE OF
AMANDA CHRISTENSEN

COMPANY
PRESENTATION



HOUSE OF AMANDA CHRISTENSEN

One company with two brands - Amanda Christensen and Wigéns. Accessories for gentleman and gentlewoman. Our history goes back more than 120 years. We make sure to be the best at the components our customers genuinely notice and value. We have collected it in a single sentence "in search of the gentleman". A gentleman always care about the details. Therefor are our products developed in the best qualities and a genuine handcraft. Every single item is designed to meet the specific needs for the customer. We work with the finest qualities and also make sure that our products are produced in a sustainable and environmentally way. Today we are represented in 25 markets around the world.



IN SEARCH OF THE GENTLEMAN

The quintessence of everything we do is quality. But when we talk about quality, we mean more than clothes and fashion. It is rather an attitude to life, and is just as much an inner attribute as being about external accessories. An ability to be careful about details. To respect craftsmanship and tradition – and at the same time, to be here and now, and stay curious about the future.

The elevated and refined sense of life is summarised in the modern gentleman – who, of course, might as well be a gentlewoman. For a gentleman, fashion is not a way to become someone else, but to strengthen the real you. It's having style, but even more, it's about having a personality. The true gentleman makes the clothes stand out, the clothes don't make the man.

It's this image of the gentleman we have in mind when we develop our range. We want it to be characterised by products that make a real difference. Products which help the wearer to express an attitude towards life and become more like himself. Accessories for people who never compromise on small things and believe that quality makes life bigger. Gentlepeople.

To me, today's gentlemen are characterised by integrity and self-esteem, but also openness. They know that there are rules to follow, rules to break – and what the difference is between them. They prefer a few carefully selected garments rather than an overflowing wardrobe. And they don't get dressed to put on a show, but to make a real statement. Offering products to the contemporary gentleman is my passion and driving force.

Jens Engwall, CEO and owner



AMANDA CHRISTENSEN

STYLE AND QUALITY SINCE 1885

Amanda Christensen is a complete partner in accessories like ties, scarves, belts, gloves and socks for gentlemen and gentlewomen. We help men who want to express their personality with well-tailored fashion and distinctive style. Our motto was coined by company founder Amanda Christensen in the 19th century: We don't sell a price, we sell quality. Since 1949 we are purveyor to the Swedish royal court.

HISTORY

The seamstress and entrepreneur Amanda Christensen founded the company in Stockholm in 1885. She was inspired by European fashion, and during regular travels established contacts in Italy and France. Amanda Christensen AB was run by the Christensen family until 1999 when Jens Engwall took over the company. Today, the headquarters are in Ulricehamn, and manufacturing takes places in Italy.



AMANDA
CHRISTENSEN
SWEDEN 1885



WIGÉNS

TIMELESS CRAFTSMANSHIP SINCE 1906

Wigéns hats and caps stand for personal style and genuine quality. They're made with craftsmanship-like methods and are accessories for men and women who want to combine a perfect fit with reliable functionality and independent expression. For over 100 years, we have been the natural choice for people with a strong sense of timeless fashion. Today, the headquarters are in Ulricehamn and manufacturing takes place at our factory in Estonia.

HISTORY

Wigéns was founded in Tranås in 1906 by Oscar Wigén. The production of hats and caps already had a long tradition in the city at the time, and the most skilled workers were at Wigéns. Oscar Wigén was known to be extremely careful with details, and under his leadership the company became a leading name in the industry. When Oscar Wigén died in 1944, he donated the company to the employees and in 2013 it became a part of Amanda Christensen AB.

Wigéns

MAKER OF HATS & CAPS
SWEDEN 1906

HOUSE OF
AMANDA CHRISTENSEN



AMANDA
CHRISTENSEN
SWEDEN 1885

Wigens

MAKER OF HATS & CAPS
SWEDEN 1906