



AUTUMN-WINTER 2021-22



LIFESTYLE COLLECTION



**Original Buff, SA.**

C/ França 16, 08700 Igualada  
Barcelona (Spain)  
tel.: +34 93 805 48 61  
fax: +34 93 804 47 02

buff@buff.com [www.buff.com](http://www.buff.com)

544473

# LIFESTYLE COLLECTION

AUTUMN-WINTER  
**2021-22**





Whether you are meeting some friends in your favourite cozy café, escaping the city on a weekend camping trip with your family, or going to the slopes on a snowy day, this season you will want to wrap yourself in our high-quality yarns filled with style and coziness. We have nurtured and curated our Lifestyle line to bring depth and richness in colour to our classic styles, adding exciting novelties while taking more steps towards sustainability.

**Feel good and look good with the new Autumn/Winter Lifestyle Collection created by BUFF®.**

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PRODUCT OVERVIEW

	MERINO WOOL	WOOL BLEND	COTTON
BEANIES	<div> NORVAL</div> <div> ERVIN</div> <div> TIM</div> <div> LIGHTWEIGHT</div> <div> MIDWEIGHT</div> <div> HEAVYWEIGHT</div> <div> FLEECE</div>	<div> RUTGER</div> <div> ALINA</div> <div> MARGO</div> <div> OLYA</div>	
HEADBANDS	<div> NORVAL</div> <div> MERINO</div>		
CAPS	<div> FLEECE</div>	<div> PACK BASEBALL CAP</div> <div> SNAPBACK CAP</div>	<div> SNAPBACK CAP</div> <div> BASEBALL CAP</div>
NECKWEAR	<div> NORVAL</div> <div> LIGHTWEIGHT</div> <div> MIDWEIGHT</div> <div> HEAVYWEIGHT</div> <div> FLEECE</div> <div> CHARLES</div>	<div> RUTGER</div> <div> ALINA</div> <div> MARGO</div> <div> OLYA</div>	
BEANIES KIDS	<div> LIGHTWEIGHT REVERSIBLE</div>	<div> LERA</div>	
NECKWEAR KIDS	<div> LIGHTWEIGHT</div>	<div> LERA</div>	

ACRYLIC	RECYCLED POLYESTER
<div> LEKEY</div> <div> SOLID</div> <div> COLT</div> <div> KESHA</div> <div> CARYN</div> <div> NIELS</div> <div> MARIN</div> <div> AIRON</div> <div> ELON</div> <div> LYNE</div> <div> JANNA</div> <div> MASHA</div> <div> KIM</div> <div> IGOR</div> <div> RAISA</div> <div> KORT</div> <div> CARYN</div> <div> JANNA</div> <div></div> <div> YULIA</div> <div> NEO</div> <div> COLT</div> <div> KESHA</div> <div> CARYN</div> <div> MARIN</div> <div> AIRON</div> <div> FRANCIS</div> <div> LYNE</div> <div> JANNA</div> <div> MASHA</div> <div> KIM</div> <div> IGOR</div> <div> RAISA</div> <div> FUNN</div> <div> SIBYLLA</div> <div> GELLA</div> <div> CARL</div> <div> JÖRG</div> <div> MONSTER</div> <div> NINA</div> <div> LAN</div> <div> SIBYLLA</div> <div> GELLA</div> <div> CARL</div> <div> JÖRG</div>	

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ADULT NOVELTIES



NORVAL



CARYN



PACK BASEBALL CAP



LEKEY





ELON



NIELS



TIM



CHARLES



FRANCIS  
2 in 1:  
Collar & Neck Warmer



## KIDS NOVELTIES

SIBYLLA



CARL



FUNN





# ADULT







Merino wool is a 100% natural and renewable sustainable resource which is biodegradable, organic and environmentally friendly. It is also delightfully soft, so you can feel good, look good and do good. Our knitted merino wool beanies, neck warmers and headbands are made with carefully selected wool from the finest Australian sheep and are delicately designed then produced in Barcelona.

## NORVAL

**Knitted Beanie**  
100% Merino Wool  
Made in EU



124242.901.10.00  
Graphite



124242.788.10.00  
Denim



124242.937.10.00  
Grey



124242.809.10.00  
Forest

NEW



124242.404.10.00  
Rusty



124242.220.10.00  
Fire

NEW



124242.563.10.00  
Sweet



124242.933.10.00  
Light Grey

KEY  
STYLE

**Knitted Headband**  
100% Merino Wool  
Made in EU



126459.901.10.00  
Graphite

NEW



126459.933.10.00  
Light Grey

NEW



126459.220.10.00  
Fire

NEW



126459.563.10.00  
Sweet

NEW

KEY  
STYLE

## CHARLES

**Knitted Infinity**  
95% Merino Wool, 5% Elastane  
Made in EU



126466.999.10.00  
Black

NEW



126466.937.10.00  
Grey

NEW



126466.788.10.00  
Denim

NEW



126466.628.10.00  
Dahlia

NEW

KEY  
STYLE



ERVIN

Knitted Beanie  
100% Merino Wool  
Made in EU



124243.901.10.00  
Graphite



124243.788.10.00  
Denim



124243.937.10.00  
Grey



124243.809.10.00  
Forest  
NEW



124243.404.10.00  
Rusty



124243.220.10.00  
Fire  
NEW



124243.563.10.00  
Sweet



124243.933.10.00  
Light Grey

PACK BASEBALL CAP

Size: 54 - 62cm.  
Crown, Visor, Adjustable strap: 50% Wool, 50% Polyester  
Undervisor: 100% Cotton  
Inner Sweatband: 100% Polyester.

\*Crown, Visor, Adjustable strap: 65% Wool, 35% Polyester  
Undervisor: 100% Cotton  
Inner Sweatband: 100% Polyester.



126477.999.10.00  
Black  
NEW



126477.787.10.00  
Navy  
NEW



\*126477.937.10.00  
Grey  
NEW

TIM

Knitted Beanie  
100% Merino Wool  
Made in EU



126463.901.10.00  
Graphite  
NEW



126463.788.10.00  
Denim  
NEW



126463.937.10.00  
Grey  
NEW



126463.809.10.00  
Forest  
NEW



126463.404.10.00  
Rusty  
NEW



126463.220.10.00  
Fire  
NEW



126463.563.10.00  
Sweet  
NEW



126463.933.10.00  
Light Grey  
NEW

NORVAL

Knitted Neck Warmer  
100% Merino Wool  
Made in EU



124244.901.10.00  
Graphite



124244.788.10.00  
Denim



124244.937.10.00  
Grey



124244.809.10.00  
Forest  
NEW



124244.404.10.00  
Rusty



124244.220.10.00  
Fire  
NEW



124244.563.10.00  
Sweet



124244.933.10.00  
Ligth Grey





When the temperature starts to drop it is the time to accessorize in style. Have fun choosing among the cool and bold colors our design team has selected this season and choose whichever screams your own personality the loudest. Don't miss new Niels, a cuffed beanie made from 100% Recycled Polyester.



## LEKEY

**Knitted Beanie**  
100% Acrylic  
Made in EU



## YULIA

**Knitted Infinity**  
100% Acrylic  
Made in EU





NIELS

Knitted Beanie  
95% Recycled Polyester, 5% Elastane



126457.999.10.00  
Black  
NEW



126457.304.10.00  
Tidal  
NEW



126457.202.10.00  
Tangerine  
NEW



126457.742.10.00  
Dusty Blue  
NEW



126457.914.10.00  
Ash  
NEW



126457.014.10.00  
Cru  
NEW

SOLID

Knitted & Fleece Band Beanie  
Outer Shell: 100% Acrylic. Lining: 100% Recycled Polyester





113519.999.10.00  
Black



113519.937.10.00  
Grey



113519.787.10.00  
Navy



113519.742.10.00  
Dusty Blue  
NEW



113519.843.10.00  
Bark

NEO

Knitted & Fleece Neck Warmer  
Outer Shell: 100% Acrylic. Lining: 100% Recycled Polyester





113560.999.10.00  
Black



113560.937.10.00  
Grey



113560.787.10.00  
Navy



113560.742.10.00  
Dusty Blue  
NEW



113560.843.10.00  
Bark





Flawless brushed Merino wool with the softest feel and maximum warmth. Innovation meets sustainability, providing a natural fleece texture to Merino wool that will keep you cozy warm in the coldest weather while elevating your look and vibes.

### MERINO FLEECE BEANIE

98% Merino Wool, 2% Elastane  
Made in EU

 <p>124116.901.10.00 Graphite</p>	 <p>124116.760.10.00 Azure</p>	<div>KEY STYLE</div>  <p>124116.854.10.00 Khaki <div>NEW</div></p>
 <p>124116.632.10.00 Maroon</p>	 <p>124116.937.10.00 Grey</p>	

### PACK MERINO FLEECE CAP

Crown: 98% Merino Wool, 2% Elastane, Inner sweatband: 100% cotton  
Visor: 100% Polyurethane  
Made in EU

 <p>124120.901.10.00 Graphite</p>	 <p>124120.760.10.00 Azure</p>	 <p>124120.854.10.00 Khaki <div>NEW</div></p>
<div>KEY STYLE</div>  <p>124120.632.10.00 Maroon</p>	 <p>124120.937.10.00 Grey</p>	

### MERINO FLEECE NECK WARMER

98% Merino Wool, 2% Elastane  
Made in EU

 <p>124119.901.10.00 Graphite</p>	 <p>124119.760.10.00 Azure</p>	<div>KEY STYLE</div>  <p>124119.854.10.00 Khaki <div>NEW</div></p>	 <p>124119.632.10.00 Maroon</p>	 <p>124119.937.10.00 Grey</p>
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MERINO LIGHTWEIGHT BEANIE

100% Merino Wool  
Made in EU



113013.999.10.00  
Solid Black



113013.788.10.00  
Solid Denim



113013.843.10.00  
Solid Bark



NEW



113013.937.10.00  
Solid Grey



113013.603.10.00  
Solid Deep Purple



NEW

MERINO LIGHTWEIGHT

100% Merino Wool  
Made in EU



100637.00  
Solid Black



100202.00  
Solid Grey



113010.933.10.00  
Solid Light Grey



113010.003.10.00  
Solid Cloud



113010.722.10.00  
Solid Pool



113010.742.10.00  
Solid Dusty Blue



108811.00  
Solid Denim



117819.788.10.00  
Denim Multi Stripes



113010.341.10.00  
Solid Rosewood



117819.434.10.00  
Barn Multi Stripes



KEY  
STYLE

NEW



113010.603.10.00  
Solid Deep Purple



113010.411.10.00  
Solid Sienna



NEW



113010.843.10.00  
Solid Bark



113010.118.10.00  
Solid Mustard



NEW



117819.301.10.00  
Pebble Multi Stripes



NEW



120765.999.10.00  
Tolui Black



105510.00  
Floki



115399.788.10.00  
Edgy Denim



126755.603.10.00  
Frieze Deep Purple



NEW



MERINO MIDWEIGHT BEANIE

100% Merino Wool  
Made in EU



MERINO HEADBAND

100% Merino Wool  
Made in EU



MERINO MIDWEIGHT

100% Merino Wool  
Made in EU



MERINO HEAVYWEIGHT BEANIE

100% Merino Wool  
Made in EU



MERINO HEAVYWEIGHT NECK WARMER

100% Merino Wool  
Made in EU







## RUTGER

**Knitted Beanie**  
70% Acrylic, 30% Wool



117845.901.10.00  
Graphite



117845.632.10.00  
Maroon



117845.701.10.00  
Steelblue  
**NEW**



117845.843.10.00  
Bark  
**NEW**



117845.213.10.00  
Ambar  
**NEW**



117845.938.10.00  
Grey



Whether in the city or in the mountains these pieces will keep you warm on the go, adding bonus points to your look. Don't miss Francis, the most creative (and multifunctional) take from a collar that converts into a neck warmer.

**Knitted & Fleece Neck Warmer**  
70% Acrylic, 30% Wool, Lining: 100% Recycled Polyester



117902.901.10.00  
Graphite



117902.632.10.00  
Maroon



117902.701.10.00  
Steelblue  
**NEW**



117902.843.10.00  
Bark  
**NEW**



117902.213.10.00  
Ambar  
**NEW**



117902.938.10.00  
Melange Grey





## FRANCIS

**Knitted Collar**  
100% Acrylic



126458.901.10.00  
Graphite  
**NEW**



126458.701.10.00  
Steelblue  
**NEW**



126458.843.10.00  
Bark  
**NEW**



126458.938.10.00  
Melange Grey  
**NEW**



2 in 1:  
Collar & Neck Warmer

## COLT

**Knitted Beanie**  
85% Acrylic, 15% Wool



116028.901.10.00  
Graphite



116028.788.10.00  
Denim  
**NEW**



116028.843.10.00  
Bark



116028.906.10.00  
Pewter Grey



**Knitted Neck Warmer**  
85% Acrylic, 15% Wool



116029.901.10.00  
Graphite



116029.788.10.00  
Denim  
**NEW**



116029.843.10.00  
Bark



116029.906.10.00  
Pewter Grey



## BASEBALL CAP

Size: 54 - 62cm  
Crown, Visor, Undervisor, Adjustable strap: 100% Cotton  
Inner sweatband: 100% Polyester



125355.937.10.00  
Solid Grey  
**NEW**



125355.707.10.00  
Solid Blue



125355.105.10.00  
Solid Ocher







The most feminine styles in the collection in the most sophisticated and soft colors handpicked by our design team for you. Don't let the colder season catch you by surprise.



## KESHA

### Knitted Beanie 100% Acrylic



120832.999.10.00  
Black



120832.341.10.00  
Rosewood  
NEW



120832.003.10.00  
Cloud



### Knitted Neck Warmer Comfort 100% Acrylic, Lining: 80% Acrylic, 20% Polyester



120833.999.10.00  
Black



120833.341.10.00  
Rosewood



120833.003.10.00  
Cloud



## CARYN

### Knitted & Fleece Band Beanie 90% Acrylic, 10% Wool, Lining: 100% Recycled Polyester



123515.901.10.00  
Graphite



123515.341.10.00  
Rosewood  
NEW



123515.014.10.00  
Cru



### Knitted Headband 90% Acrylic, 10% Wool



126465.901.10.00  
Graphite  
NEW



126465.341.10.00  
Rosewood  
NEW



126465.014.10.00  
Cru  
NEW



### Knitted & Fleece Neck Warmer 90% Acrylic, 10% Wool, Lining: 100% Recycled Polyester



123518.901.10.00  
Graphite



123518.341.10.00  
Rosewood  
NEW



123518.014.10.00  
Cru





Feeling for an outdoor retreat?  
Start warming up with our outdoor  
inspired knitted styles, coming with  
Primaloft® Fleece on the inside to  
keep you warm on the chilliest hikes.



## ALINA

**Knitted & Fleece Band Beanie**  
72% Acrylic, 20% Wool, 8% Polyamide, Lining: 100% Recycled Polyester  
Made in EU



120838.404.10.00  
Rusty  
NEW



120838.632.10.00  
Maroon



120838.937.10.00  
Grey

**Knitted & Fleece Neck Warmer**  
72% Acrylic,, 20% Wool, 8% Polyamide, Lining: 100% Recycled Polyester  
Made in EU



120839.404.10.00  
Rusty  
NEW



120839.632.10.00  
Maroon



120839.937.10.00  
Grey

## MARIN

**Knitted Beanie**  
Outer Shell: 68% Acrylic, 16% Wool, 16% Nylon



123514.901.10.00  
Graphite



123514.788.10.00  
Denim



123514.538.10.00  
Pink



123514.305.10.00  
Nut  
NEW

**Knitted & Fleece Neck Warmer**  
Outer Shell: 68% Acrylic, 16% Wool, 16% Nylon, Lining: 100% Recycled Polyester



123520.901.10.00  
Graphite



123520.788.10.00  
Denim



123520.538.10.00  
Pink



123520.305.10.00  
Nut  
NEW





## MARGO

**Knitted & Fleece Band Beanie**  
Outer Shell: 73% Acrylic, 27% Wool, Lining: 100% Recycled Polyester



113513.929.10.00  
Castlerock Grey



113513.707.10.00  
Blue



113513.605.10.00  
Purple  
**NEW**



113513.560.10.00  
Flamingo Pink



113513.563.10.00  
Sweet



113552.929.10.00  
Castlerock Grey



113552.707.10.00  
Blue



113552.605.10.00  
Purple  
**NEW**



113552.560.10.00  
Flamingo Pink



113552.563.10.00  
Sweet



## OLYA

**Knitted & Fleece Band Beanie**  
74% Acrylic, 26% Wool, Lining: 100% Recycled Polyester  
Made in EU



120844.906.10.00  
Pewter Grey  
**NEW**



120844.937.10.00  
Grey



120844.003.10.00  
Cloud



120844.338.10.00  
Dune



**Knitted & Fleece Neck Warmer**  
74% Acrylic, 26% Wool, Lining: 100% Recycled Polyester  
Made in EU



120845.906.10.00  
Pewter Grey  
**NEW**



120845.937.10.00  
Grey



120845.003.10.00  
Cloud



120845.338.10.00  
Dune



## AIRON

**Knitted & Fleece Band Beanie**  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



111021.999.10.00  
Black



111021.779.10.00  
Night Blue  
**NEW**



111021.930.10.00  
Grey Vigoré  
**NEW**



111021.014.10.00  
Cru



**Knitted & Fleece Neck Warmer**  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



113549.999.10.00  
Black



113549.779.10.00  
Night Blue  
**NEW**



113549.930.10.00  
Grey Vigoré  
**NEW**



113549.014.10.00  
Cru







ELON

Knitted Beanie  
100% Acrylic



126464.779.10.00  
Night Blue  
NEW



126464.999.10.00  
Black  
NEW



126464.742.10.00  
Dusty Blue  
NEW



126464.914.10.00  
Ash  
NEW



126464.014.10.00  
Cru  
NEW



SNAPBACK CAP

Size: 53-62 cm.  
Front panel, Visor, Undervisor: 100% Cotton, Back Panels: 85% Acrylic, 15% Wool,  
Inner sweatband: 100% Polyester

\*Front panel, Visor: 50% Wool, 50% Polyester, Back Panels, Undervisor: 85% Acrylic, 15% Wool,  
Inner sweatband: 100% Polyester



\*123533.999.10.00  
Mount Everest Black



117919.320.10.00  
Nyle Dull Gold



126478.999.10.00  
Jungfrau Black  
NEW



120817.311.10.00  
Sergei Fossil



## LYNE

**Knitted & Fleece Beanie**  
100% Acrylic, Lining: 100% Recycled Polyester



116032.937.10.00  
Grey



116032.779.10.00  
Night Blue



116032.843.10.00  
Bark



116032.404.10.00  
Rusty  
NEW



116032.933.10.00  
Light Grey  
NEW



**Knitted & Fleece Neck Warmer**  
100% Acrylic, Lining: 100% Recycled Polyester



116033.937.10.00  
Grey



116033.779.10.00  
Night Blue



116033.843.10.00  
Bark



116033.404.10.00  
Rusty  
NEW



116033.933.10.00  
Light Grey  
NEW



## KORT

**Knitted Beanie**  
83% Acrylic, 12% Wool, 5% Cotton



118081.999.10.00  
Black



118081.779.10.00  
Night Blue



118081.304.10.00  
Tidal  
NEW



118081.742.10.00  
Dusty Blue  
NEW



118081.435.10.00  
Roux





Keep the ski look on and off the slopes. The coziest and boldest knitted accessories are waiting for you. Primaloft® fleece headbands on the inside will keep you warm while you cool down after a fun-packed day.



JANNA

Knitted & Fleece Band Beanie  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



117851.017.10.00  
Air  
NEW



117851.502.10.00  
Fuchsia  
NEW



117851.512.10.00  
Rosé



117851.779.10.00  
Night Blue

Knitted & Fleece Headband  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



117862.512.10.00  
Rosé



117862.779.10.00  
Night Blue

Knitted & Fleece Neck Warmer  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



120704.017.10.00  
Air  
NEW



120704.502.10.00  
Fuchsia  
NEW



120704.512.10.00  
Rosé



120704.779.10.00  
Night Blue



## MASHA

**Knitted & Fleece Band Beanie**  
100% Acrylic, Lining: 100% Recycled Polyester  
Made in EU



120855.609.10.00  
Purplish



120855.537.10.00  
Blossom  
**NEW**



120855.937.10.00  
Grey



120855.017.10.00  
Air

**Knitted & Fleece Neck Warmer**  
100% Acrylic, Lining: 100% Recycled Polyester  
Made in EU



120856.609.10.00  
Purplish



120856.537.10.00  
Blossom  
**NEW**



120856.937.10.00  
Grey



120856.017.10.00  
Air

## KIM

**Knitted & Fleece Band Beanie**  
63% Acrylic, 15% Polyester, 7% Viscose, 7% Wool, 5% Nylon, 3% Alpaca, Lining: 100% Recycled Polyester  
Made in EU



123526.779.10.00  
Night Blue



123526.937.10.00  
Grey  
**NEW**



123526.000.10.00  
White  
**KEY STYLE**

**Knitted & Fleece Band Neck Warmer**  
63% Acrylic, 15% Polyester, 7% Viscose, 7% Wool, 5% Nylon, 3% Alpaca, Lining: 100% Recycled Polyester  
Made in EU



123528.779.10.00  
Night Blue



123528.937.10.00  
Grey  
**NEW**



123528.000.10.00  
White  
**KEY STYLE**





IGOR

Knitted & Fleece Band Beanie  
100% Acrylic, Lining: 100% Recycled Polyester  
Made in EU



120850.999.10.00  
Black  
NEW



120850.779.10.00  
Night Blue



120850.220.10.00  
Fire  
NEW

Knitted & Fleece Neck Warmer  
100% Acrylic, Lining: 100% Recycled Polyester  
Made in EU



120851.999.10.00  
Black  
NEW



120851.779.10.00  
Night Blue



120851.220.10.00  
Fire  
NEW

RAISA

Knitted & Fleece Band Beanie  
100% Acrylic, Lining: 100% Recycled Polyester



120848.999.10.00  
Black



120848.929.10.00  
Castlerock Grey



120848.304.10.00  
Tidal  
NEW



120848.000.10.00  
White  
NEW

Knitted & Fleece Neck Warmer  
100% Acrylic, Lining: 100% Recycled Polyester



120849.999.10.00  
Raisa Black



120849.929.10.00  
Castlerock Grey



120849.304.10.00  
Tidal  
NEW



120849.000.10.00  
White  
NEW









Playtime mode ON! Keep them safe and warm in the most exclusive designs on their coldest adventures with high quality yarns and Primaloft® fleece on the inside.



## FUNN

**Knitted Beanie**  
100% Acrylic



120867.950.10.00  
Hero Deep Black

NEW



120867.930.10.00  
Robot Grey Vigoré

NEW



120867.311.10.00  
Bear Fossil



120867.563.10.00  
Cat Sweet



120867.202.10.00  
Tiger Tangerine

NEW

## LAN

**Knitted & Fleece Neck Warmer**  
100% Acrylic, Lining: 100% Recycled Polyester



126472.999.10.00  
Black

NEW



126472.930.10.00  
Grey Vigoré

NEW



126472.563.10.00  
Sweet

NEW

## MONSTER

**Knitted & Fleece Beanie**  
100% Acrylic, Lining: 100% Recycled Polyester



113452.999.10.00  
Jolly Black



113452.561.10.00  
Rose Pink



## LERA

**Knitted & Fleece Band Beanie**  
Outer Shell: 73% Acrylic, 27% Wool, Lining: 100% Recycled Polyester



120869.560.10.00  
Flamingo Pink



120869.605.10.00  
Purple  
NEW

**Knitted & Fleece Neck Warmer**  
Outer Shell: 73% Acrylic, 27% Wool, Lining: 100% Recycled Polyester



120870.560.10.00  
Flamingo Pink



120870.605.10.00  
Purple  
NEW

## NINA

**Knitted & Fleece Band Beanie**  
100% Acrylic, Lining: 100% Recycled Polyester



123544.779.10.00  
Night Blue



123544.649.10.00  
Lilac Sand  
NEW



123544.000.10.00  
White





SIBYLLA

Knitted & Fleece Band Beanie  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



126473.537.10.00  
Blossom  
NEW



126473.605.10.00  
Purple  
NEW



126473.711.10.00  
Aqua  
NEW

Knitted & Fleece Neck Warmer  
Outer Shell: 100% Acrylic, Lining: 100% Recycled Polyester



126474.537.10.00  
Blossom  
NEW



126474.605.10.00  
Purple  
NEW



126474.711.10.00  
Aqua  
NEW

GELLA

Knitted & Fleece Band Beanie  
\*98% Acrylic, 2% Wool, Lining: 100% Recycled Polyester  
100% Acrylic, Lining: 100% Recycled Polyester



123542.017.10.00  
Air  
NEW



\*123542.564.10.00  
Pump Pink

Knitted & Fleece Neck Warmer  
\*98% Acrylic, 2% Wool, Lining: 100% Recycled Polyester  
100% Acrylic, Lining: 100% Recycled Polyester



123545.017.10.00  
Air  
NEW



\*123545.564.10.00  
Pump Pink

CARL

Knitted Beanie  
100% Acrylic



126475.779.10.00  
Night Blue  
NEW



126475.906.10.00  
Pewter Grey  
NEW



126475.014.10.00  
Cru  
NEW

Knitted & Fleece Neck Warmer  
100% Acrylic, Lining: 100% Recycled Polyester



126476.779.10.00  
Night Blue  
NEW



126476.906.10.00  
Pewter  
NEW



126476.014.10.00  
Cru  
NEW

JÖRG

Knitted & Fleece Band Beanie  
Outer Shell: 92% Acrylic, 8% Polyester, Lining: 100% Recycled Polyester



123541.999.10.00  
Black



123541.760.10.00  
Olympian Blue



123541.213.10.00  
Ambar  
NEW

Knitted & Fleece Neck Warmer  
Outer Shell: 92% Acrylic, 8% Polyester, Lining: 100% Recycled Polyester



123657.999.10.00  
Black



123657.760.10.00  
Olympian Blue



123657.213.10.00  
Ambar  
NEW





## MERINO LIGHTWEIGHT

100% Merino Wool  
Made in EU



104779.00  
Solid Black



113020.788.10.00  
Solid Denim



113020.220.10.00  
Solid Fire  
**NEW**



113020.933.10.00  
Solid Light Grey



123324.798.10.00  
Ice Multi Stripes

## MERINO LIGHTWEIGHT BEANIE

100% Merino Wool  
Made in EU



120768.999.10.00  
Black - Grey



120768.788.10.00  
Denim - Fire  
**NEW**



# COMMUNICATION CAMPAIGNS

Communication campaigns are a set of commercial strategies designed to advertise products with the goal of improving sales and meeting any predetermined objectives. Each campaign has its own identity, featuring different characteristics that make it different from the rest. Each campaign allows us to tell our own story in a different way and target the right consumer. In these ways, we can determine the best channel of communication to use, and what point-of-sale materials for each product are needed. Not all communication stories need to be spread through all the channels, it depends on the goal, relevance or importance for the brand.


For AW2122 season, the communication stories we are presenting and the channels we are using are the following:

Campaign Structure			
	Campaigns	Segments	Channels
BRAND	LIVE MORE NOW		Trade Shows Public Relations  Social Media End-Consumer Media Point of Sale
	SUSTAINABILITY		Trade Shows Public Relations  Social Media End-Consumer Media Point of Sale Sponsorship / Influencers
	Campaigns	Segments	Channels
PRODUCT	ADULT LIFESTYLE	CITY / OUTDOOR / SNOW	Trade Shows Public Relations Trade Media  Social Media End-Consumer Media Point of Sale Sponsorship / Influencers
	KIDS	OUTDOOR	Trade Shows Public Relations Trade Media  Social Media End-Consumer Media Point of Sale Sponsorship / Influencers




Different product stories are covered by certain Key Styles, please consider them as the main guideline when planning your assortment, make them a must have in your orders and use the available marketing materials to effectively boost them.


CITY




Knitted Beanie  
124242.933.10.00




Knitted Infinity  
126466.937.10.00




Knitted Headband  
126459.220.10.00



Knitted Beanie  
126463.937.10.00




Knitted Neck Warmer  
124244.901.10.00




Knitted Beanie  
126457.202.10.00

OUTDOOR




Knitted & Fleece  
Band Beanie  
123515.341.10.00




Knitted Beanie  
126464.014.10.00


SNOW



Knitted Beanie  
126464.779.10.00



Knitted & Fleece  
Band Beanie  
123526.000.10.00



Knitted & Fleece  
Band Neck Warmer  
123528.000.10.00



## HOW TRADE MARKETING IS INVOLVED IN THE PURCHASE PROCESS

## KEY ELEMENT FOR MERCHANDISING

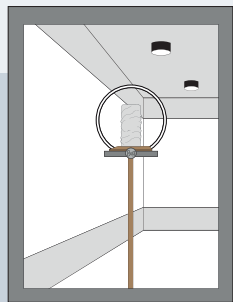


### ATTRACT POTENTIAL CUSTOMERS

Catch the attention from people on the streets:  
**BUFF® Window Designs**

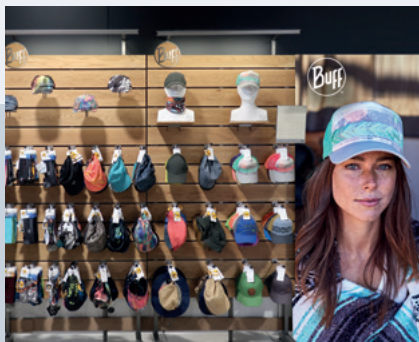


**WINDOW**  
(Window light display, 3D Head, Cap Display, etc.)

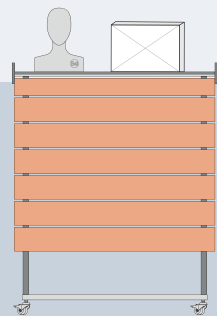


### DISCOVER OUR BRAND PRODUCTS

Help the customer to identify where to find our products inside a shop:  
**BUFF® Brand Space**

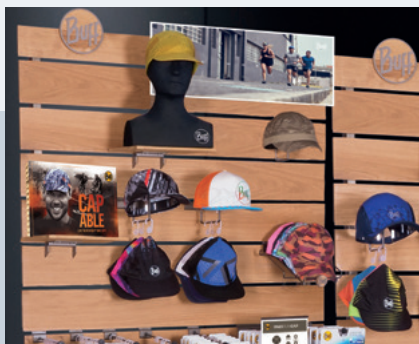


**FIXTURES & PLACEMENT**  
(Wall, Floor, Gondola and Counter Display + Accessories)

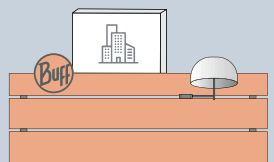


### SEDUCE

Highlight our products with appealing presentation:  
**BUFF® Accessories**



**SIGN**  
(Header, Prominent and Product Display + accessories)

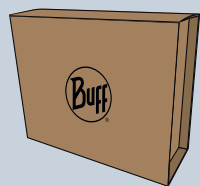


### PERSUADE

An unforgettable shopping experience is created through the emotions:  
**BUFF® Brand Items**



**MERCHANDISING**  
(gift box, recycled bag, etc)



### SELLING PRODUCT

Once the sale is made, and we've allowed the customer to go on this shopping journey, we haven't just made a sale, we've increased **brand affinity** with the consumer.

## CITY



Knitted Beanie  
124242.933.10.00



Knitted Infinity  
126466.937.10.00



Knitted Headband  
126459.220.10.00



Knitted Beanie  
126463.937.10.00



Knitted Neck Warmer  
124244.901.10.00



Knitted Beanie  
126457.202.10.00



### HEADER SIGNAGE LIFESTYLE

- Display of 70x35x1,6 cm
- Cardboard honeycomb printed, it works with the Header Signage Hook 2.0
- The hook support it is not included
- Value: 24 €
- Reference: **544375**



### PROMINENT SIGNAGE LIFESTYLE

- Measures: 60x11,8x0,4 cm
- Recycled cardboard printed. It works with Prominent Signage Hook
- The support is not included
- Value: 5,75 €
- Reference: **544376**



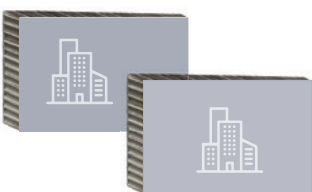
### IMAGE DISPLAY CITY NATURAL

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: **544377**



### WINDOW POSTER CITY NATURAL

- Measures: 80x120 cm
- Value: 35 €
- Reference: **544378**



### IMAGE DISPLAY CITY

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: **544379**



### WINDOW POSTER CITY

- Measures: 80x120 cm
- Value: 35 €
- Reference: **544380**





OUTDOOR



Knitted & Fleece  
Band Beanie  
123515.341.10.00

Knitted Beanie  
126464.014.10.00



IMAGE DISPLAY  
OUTDOOR

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: 544381



WINDOW POSTER  
OUTDOOR

- Measures: 80x120 cm
- Value: 35 €
- Reference: 544382



SNOW



Knitted Beanie  
126464.779.10.00

Knitted & Fleece  
Band Beanie  
123526.000.10.00

Knitted & Fleece  
Band Neck Warmer  
123528.000.10.00

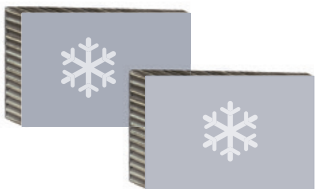


IMAGE DISPLAY  
SNOW

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: 544383



WINDOW POSTER  
SNOW

- Measures: 80x120 cm
- Value: 35 €
- Reference: 544384



KIDS

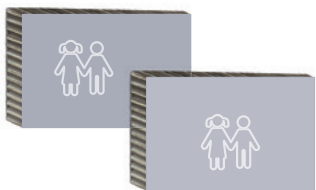


IMAGE DISPLAY  
KIDS

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: 544386



PROMINENT SIGNAGE  
KIDS

- Measures: 60x11,8x0,4 cm
- Recycled cardboard printed. It works with Prominent Signage Hook
- The support is not included
- Value: 5,75 €
- Reference: 544385



WINDOW POSTER  
KIDS

- Measures: 80x120 cm
- Value: 35 €
- Reference: 544387



SUSTAINABILITY



IMAGE DISPLAY  
SUSTAINABILITY

- Measures: 40x27x6,4 cm
- Cardboard honeycomb printed
- Doesn't need image holder
- Value: 12 €
- Reference: 544355





# Signage Program

We have created a specific signage program with the aim of highlighting certain products and product features.

There are three different levels of signage:

- **HEADER SIGNAGE:** Created to highlight a specific Brand segment
- **PROMINENT SIGNAGE:** Created to highlight a specific range of products
- **PRODUCT SIGNAGE:** Created to display the most important features of a specific product

Aligned with our eco-friendly philosophy, we have chosen to produce all Prominent and Product Signage images using recycled cardboard. For Header Signages we are using honeycomb cardboard.



## PRODUCT SIGNAGE HOOK

- Measures: 18,4 x 12,4 cms
- Metal Hook support for signage and for hanging BUFF® products
- Value: 22,90€
- Reference: **530213**



## PRODUCT SIGNAGE

- Display of 18,4 x 11,8 x 0,4 cms
- **Recycled Cardboard printed**, it works with Product Signage Hook
- The hook support it is not included

Behind the signage there is one hook to hang BUFF® products.

- Ref. **544370** Product Signage Merino Wool
- Ref. **544371** Product Signage Merino Fleece

# IMPORTANT

## ALSO FOR SLAT WALLS

All accessories created for use with BUFF® fixtures can be also used in most of the standard retail slat walls as they follow the universal fixtures guides rails standard sizes.



## HEADER SIGNAGE HOOK 2.0

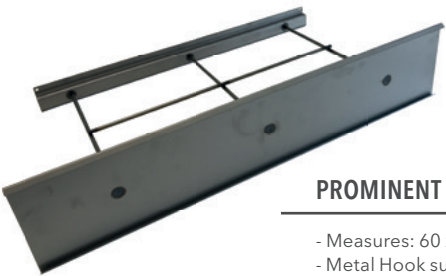
- Measures: 14 x 13 x 9,5 cms
- Metal Hook support for image cardboard honeycomb (1,6 cms)
- Value: 40€
- Reference: **533855**



## HEADER SIGNAGE

- Display of 70 x 35 x 1,6 cms
- **Cardboard honeycomb printed**, it works with Header Signage Hook 2.0
- The hook support it is not included

Ref. **544375** Header Signage Lifestyle



## PROMINENT SIGNAGE HOOK

- Measures: 60 x 12,2 cms
- Metal Hook support for signage and for hanging BUFF® products.
- Value: 68,50€
- Reference: **530214**



## PROMINENT SIGNAGE

- Display of 60 x 11,8 x 0,4 cm
- **Recycled Cardboard printed**, it works with Prominent Signage Hook
- The hook support it is not included

Behind the signage there is one hook to hang BUFF® products.

- Ref. **544376** Prominent Signage Lifestyle
- Ref. **544385** Prominent Signage Kids





**Window Light Display:**  
- Size: 37 x 175 cm  
- Value: 300 €  
- Reference: 537957



**DISPLAYS**



**Neck Display CB:**  
- Size: 18 x 30 cm  
- Value: 45 €  
- Reference: 543593





**Cap Display CB:**  
- Size: 18 x 30 cm  
- Value: 40 €  
- Reference: 543594





**Cap Display With Ring CB:**  
- Size: 18 x 30 cm  
- Value: 45 €  
- Reference: 543595



**HEAD FORM DISPLAY**

- A 3D head made of paper pulp.  
- Value\*: 30€

Reference: 529886 WOMAN 3D HEAD WHITE + SIZE



Reference: 529887 WOMAN 3D HEAD + SIZE



Reference: 529888 MAN 3D HEAD WHITE + SIZE



Reference: 529889 MAN 3D HEAD + SIZE





**OAK WALL DISPLAY 2.0**

- Display of 116x220,3x52 cm
- Metal structure covered with oak veneer wood divided in 3 pieces
- 1 side
- Using fixtures guides rails
- Maximum capacity 30 hooks (neck products)

**- This display includes:**

- 30 hooks
- It comes in one box of 120x100x28 cm
- Value: 660€
- Reference: 533848





**OAK WALL DISPLAY 2.0**

**OAK GONDOLA SALES DISPLAY 2.0**

- Display of 118,5x137,5x53 cm
- Metal structure covered with oak veneer wood divided in 3 pieces
- 2 sides
- Using fixtures guides rails
- Maximum capacity 30 hooks (neck products)

**- This display includes:**

- 30 hooks
- 4 wheels
- It comes in one box of 120x56x150 cm
- Value: 700€
- Reference: 533849





**OAK GONDOLA SALES DISPLAY 2.0**

**OAK FLOOR DISPLAY 2.0**

- Display of 48x172x44 cm
- Metal structure covered with oak veneer wood in 3 pieces
- 2 sides
- Using fixtures guides rails
- Maximum capacity 24 hooks (neck products)

**- This display includes:**



- 4 wheels
- 24 hooks
- It comes in one box of 120x50x20 cm
- Value: 270€
- Reference: 533850



**OAK FLOOR DISPLAY 2.0**

**EXTRA SLAT WALL ACCESORIE 2.0**

- Accesorie of 116x28,8x8 cm
- 2 extra slat walls of oak veneer wood
- Value: 220€
- Reference: 533852





**OAK COUNTER DISPLAY 2.0**

- Display of 30x51,4x26 cm
- Rotatory metal structure covered with oak veneer wood
- 2 sides
- Using fixtures guides rails
- Maximum capacity 4 hooks (neck products)

**- This display includes:**

- 4 hooks
- It comes in one box of 30x30x40 cm
- Value: 120€
- Reference: 533851



**OAK COUNTER DISPLAY 2.0**



## ACCESSORIES

### DECORATION



#### DISPLAY WITH LED LIGHTS:

- A LED Bar lights to use over the wall display
- Height of wall display with lights structure: 105,8x445,5x242 cm
- Value: 144€
- Reference: **527870**



#### MIRROR:

- Wood metal mirror attachable to the Wall
- Mirror with a hook to be used in the slat walls or over a table
- Size: 31x24 cm
- Value: 42€
- Reference: **527877**



#### OAK WOODEN SHELF 2.0:

- A shelf that allows to put a 3D head or an image display in our fixtures
- **Can be used above one of our wooks**
- To be used in fixtures guides rails
- It comes in one box of 28x26x1 cm
- Value: 30€
- Reference: **533853**



#### OAK SHELF LIFESTYLE 2.0:

- A shelf that allows to put a 3D head or an image display in our fixtures It was designed also to hang apparel clothes.
- To be used in fixtures guides rails
- Size: 58 x 35 x 7 cm
- Value: 50€
- Reference: **533854**



### PRODUCT ACCESSORIES



#### HOOK PACK:

- Pack of 12 hooks for replacements
- Length 26 cm
- To be used in fixtures guides rails
- Value: 28€
- Reference: **527873**



#### COUNTER DISPLAY HOOK:

- Pack of 4 hooks for replacements
- Length 15 cm
- Value: 7€
- Reference: **527883**



#### PLASTIC RUBBER ENDS:

- Pack of 20 pieces
- Rubber to put at the end of the display hooks.
- BUFF® logo is printed on.
- Value\*: 1,50 €.
- Reference: **503893**



#### 10 HATS DISPLAY ADAPTER:

- Hats display structure for 10 units
- To be used in fixtures guides rails
- It allows to use hooks bellow it
- It comes in one box of 39x30x15 cm
- Value: 67€
- Reference: **527875**



#### HEAD & NECK SHAPE HOLDER CB:

- Metal hook with head and neck cardboard shape holder
- To be used in fixtures guides rails
- Size: 39x30x18 cm
- Value: 80€/box (2 pieces /box)
- Reference: **543596**



#### CAP HOOK CB:

- Metal hook with a cardboard head shaped holder
- To display one cap and hang till other 4 caps bellow.
- Size: 18x26x17,5 cm
- Value: 36€
- Reference: **543597**



#### KID CAP HOOK CB:

- Metal hook with a cardboard head shaped holder (kids size)
- To display one cap and hang till other 4 caps bellow.
- Size: 15x26x17,5 cm
- Value: 36€
- Reference: **543598**



#### CAP SHORT HOOK CB:

- Metal hook with a cardboard head shaped holder
- Size: 18x20 cm
- Value: 36€
- Reference: **543599**



#### CAP HOOK WITH RING:

- Metal hook with a cardboard head shaped holder and a ring to display one cap on the head shaped holder, another cap packed in the ring and hang till other 4 caps bellow.
- Size: 24x26 cm
- Value: 42€
- Reference: **543600**



#### CAP SHELF HOOK:

- Metal hook tray with a metal /wooden logo
- Maximum capacity: 5 caps
- Size: 23,5x33,5 cm
- Value: 50€
- Reference: **529892**



## SIGNAGE ACCESSORIES



### PRODUCT SIGNAGE HOOK

- Measures: 18,4x12,4 cm
- Metal hook support for signage and hanging BUFF® products
- Value: 22,90 €
- Reference: **530213**



### PROMINENT SIGNAGE HOOK

- Measures: 60x12,2 cm
- Metal hook support for signage and hanging BUFF® products
- Value: 68,5 €
- Reference: **530214**



### HEADER SIGNAGE HOOK 2.0

- Measures: 14x13x9,5 cm
- Metal hook support for image cardboard honeycomb (1,6 cm)
- Value: 40 €
- Reference: **533855**



## COUNTER ITEMS

### BRANDING DISPLAY CB:

- Oak wood display of 61x20x14,5 cm
- To place on a shelf or on a desk.
- Combination of the hat and neck together
- It comes in one box of 24x67x62 cm
- Value: 175 €
- Reference: **543601**



### SMALL BRANDING DISPLAY

- A small oak wood piece with a metal logo
- To use over a shelf
- Size: 13x13,5x8,5 cm
- Value\*: 30€
- Reference: **527872**



### HEAD FORM DISPLAY

- A 3D head made of paper pulp.
- Value\*: 30€

Reference: **529886** WOMAN 3D HEAD WHITE + SIZE



Reference: **529887** WOMAN 3D HEAD + SIZE



Reference: **529888** MAN 3D HEAD WHITE + SIZE



Reference: **529889** MAN 3D HEAD + SIZE



## BRANDING ITEM



### NEW BUFF® GIFT BOX

- Cardboard box with cord strip
- Size: 13x13,5x8,5 cm
- Value\*: 1,5 €/unit
- Reference: **536678**



#### \* NOTE

The final cost for these items is subject to order value.  
Please check prices and availability with your BUFF® sales agent.





# ALLIANCE FOR THE WORLD

Exceptional times require to DO MORE NOW: We have established a Corporate Alliance with UNICEF and are contributing **2% of our budgeted profits to help children in most vulnerable countries** in the fight against COVID-19 and its consequences. Our donation will support three dedicated projects in Syria, Senegal and the global Humanitarian Action for Children.



© UNICEF/UNI332856/KEITA

## PROJECT 1 FIGHT AGAINST COVID-19 IN SYRIA

UNICEF is working to reach Syrian children and their families with prevention messaging around COVID-19, and to provide clean water and distribute hundreds of thousands of bars of soap to help reduce the risk of COVID-19. With this support, UNICEF has also reached Syrian refugees living in informal settlements through a door-to-door hand washing awareness campaign.



© UNICEF/UNI325080/ALBAM



©UNICEF/UN0256667/TREMEAU

## PROJECT 2 FIGHT AGAINST COVID-19 IN SENEGAL

The aim of the UNICEF project is to contribute to ensure access to basic water, sanitation, hygiene and health services in Senegal. Several actions will be carried such as: granting the supply and distribution of vital supplies such as face masks or water containers, improve hygiene habits by educative actions in schools or protecting children against diseases such as pneumonia or malaria.

## PROJECT 3 HUMANITARIAN ACTION FOR CHILDREN

UNICEF is working with health experts and front-line workers in more than 190 countries to bring trustworthy guidance to parents, caregivers and educators to keep children safe and healthy during the COVID-19 pandemic.



© UNICEF/UNI317998/CHOUFANY



## NOTES



