

WEEF

***“BECAUSE WE BELIEVE
IN A NEW ERA OF TIES.”***

CAPE TOWN, SOUTH AFRICA





ABOUT WEEF AND ITS STORY.

At WEEF we believe that leather is timeless. We use the medium to make bold new statements. Our products are born out of love, passion and attention to detail. We pride ourselves on using responsibly sourced leather from sustainable and reputable South African suppliers. All our products are designed and assembled in-house by hand. But we're not complaining – we love what we do.

In 2013 two good friends had a vision – WEEF was born. It's founders, Dévan and Patrick, met while working at a design studio in Cape Town. They shared a deep love and appreciation for South African arts and crafts. Inspired by the drive and culture of the country, they set out to develop their very own lifestyle brand. The WEEF journey had began.

Multiple production companies were approached to create their first designs, with varying degrees of success. After much hard work and deliberation, they took the bold leap of investing in their own equipment and team. Since then, they've had the creative freedom to turn their wildest ideas into actual products.

In turn they have also provided meaningful work and income for local makers and suppliers. The WEEF story has been a brave and bold one; of taking chances, working hard, persevering, and sticking to your principles – the way of a true gentleman.

For Dévan and Patrick, establishing their own business and doing what they love and believe in has been a dream come true, and a path to self-actualisation. Now they want to share that dream with the world and empower others to do the same.

**DRESS WELL, DO GOOD, AND LET THE UNIVERSE
DO THE REST. WELCOME TO THE FAMILY.
WE ARE WEEF.**

MODEL NO.1
CHARLEY BROWN

TIE YOUR KNOT
TO MAKE A STATEMENT
AND HELP OTHERS MAKE
THEIRS. WEAR THIS TIE
WHEN YOU SPEAK 10
SYLLABLE WORDS,
10 TIMES IN A ROW.







MODEL NO.1
MATT BLACK

TIE YOUR KNOT
AND GO TO A WEDDING
OR PLAY A GIG.
WEAR THIS CLASSIC TIE
WITH STYLE AND MAKE
UNFORGETTABLE
MEMORIES.

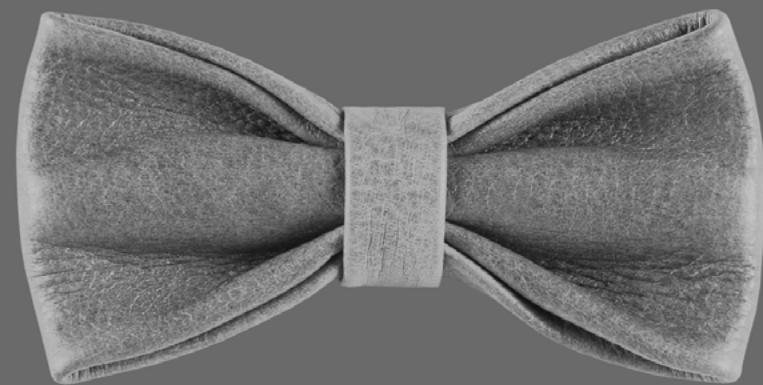
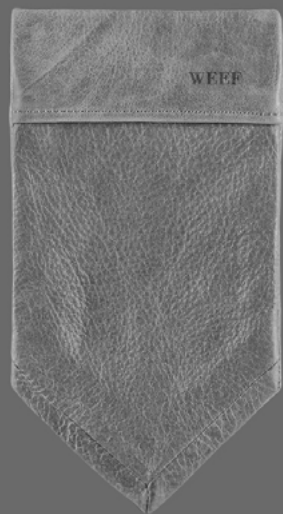




MODEL NO.1
PEPPER GREY

TIE YOUR KNOT
AND ENGAGE IN DEEP
MEANINGFUL CONVERSA-
TIONS. A DISTINGUISHED
MATCH FOR 'SALT &
PEPPER' HAIR.







MODEL NO.1
OXBLOOD RED

TIE YOUR KNOT
AND GO FULL ROMANTIC.
WEAR THIS TIE WHILE
SPENDING QUALITY TIME
WITH A SPECIAL SOME-
ONE AND DRINKING
GOOD AGED RED WINE.





**MODEL NO.1
COGNAC TAN**

TIE YOUR KNOT
AND UP YOUR
GENTLEMEN'S-GAME.
WEAR THIS TIE EV-
ERY TIME YOU OPEN
THE DOOR FOR A LADY,
WHICH SHOULD BE
ALWAYS.







MODEL NO.1
DEEP NAVY

TIE YOUR KNOT
AND COMB YOUR HAIR
TO THE SIDE. WEAR THIS
TIE EVERYDAY AND TELL
EVERYONE ABOUT IT.





**MODEL NO.1
OLIVER GREEN**

TIE YOUR KNOT AND GO
TO THE BIGGEST AUDI-
TION OF YOUR LIFE. WEAR
THIS TIE WHILE STAYING
TRUE TO YOURSELF AND
YOUR DREAMS.







MODEL NO.2
TOBACCO OSTRICH

STYLE IS TIMELESS.
LET YOUR APPEARANCE
SPEAK FOR ITSELF WITH
THIS HANDMADE
TOBACCO OSTRICH
LEATHER TIE.







MODEL NO.2
BLACK OSTRICH

STYLE IS TIMELESS.
LET YOUR APPEARANCE
SPEAK FOR ITSELF WITH
THIS HANDMADE BLACK
OSTRICH LEATHER TIE.



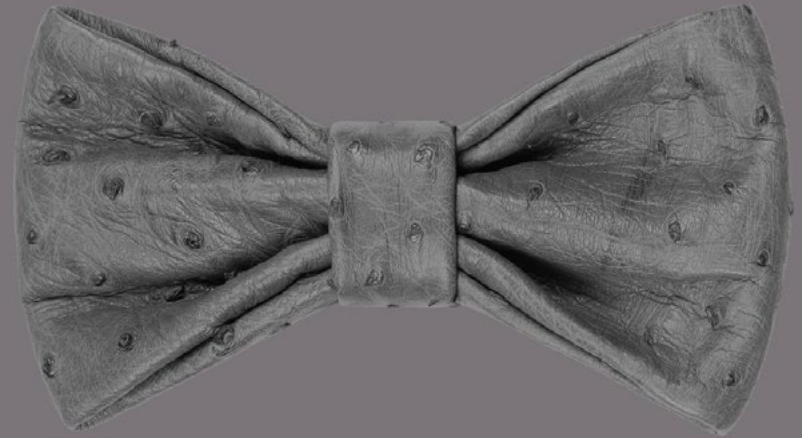
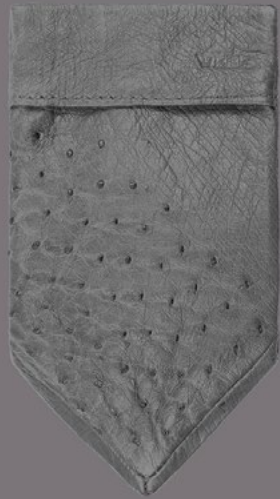




MODEL NO.2
GREY OSTRICH

STYLE IS TIMELESS.
LET YOUR APPEARANCE
SPEAK FOR ITSELF WITH
THIS HANDMADE GRE
OSTRICH LEATHER TIE.







MODEL NO.2
DARK BROWN OSTRICH

STYLE IS TIMELESS.
LET YOUR APPEARCANCE
SPEAK FOR ITSELF WITH THIS
HANDMADE DARK BROWN OS-
TRICH LEATHER TIE.







PIÑATEX® EDITION
CANELA



PIÑATEX® EDITION
NATURAL



**PIÑATEX® EDITION
CHARCOAL**



OLIVER GREEN



MATT BLACK



CHARLEY BROWN



PEPPER GREY



DEEP NAVY



COGNAC TAN



OXBLOOD RED



WEEF CUSTOM ENGRAVING





FAQs

WHERE ARE OUR PRODUCTS CRAFTED?

We have invested in our own Leather Atelier in Cape Town, South Africa. All products are crafted in-house, by hand, and personally signed by the leather craftsman.

WHAT KIND OF LEATHER IS USED FOR THE PRODUCTS?

We only use the highest-quality, hand-picked Full Aniline, Pull Up Bovine leather, to ensure that each product is crafted to perfection.

WHY LEATHER?

Leather has a timeless appeal and even in its most basic form, leather is a very unique material. Its versatility, uniqueness and sustainability makes it the perfect material for crafting the finest products. It only gets better with age and weaves very well with other materials, creating a product that will last for years to come.

ARE ALL TIES/PRODUCTS EXACTLY THE SAME?

All WEEF| Handmade Leather Ties are handcrafted to perfection using only high quality South African leather. Variations in the color, thickness, grain and natural marks and blemishes are all natural characteristics of leather. These characteristics enhance the beauty of the product, making each tie unique and one of a kind.

WHAT DOES 'WEEF' STAND FOR?

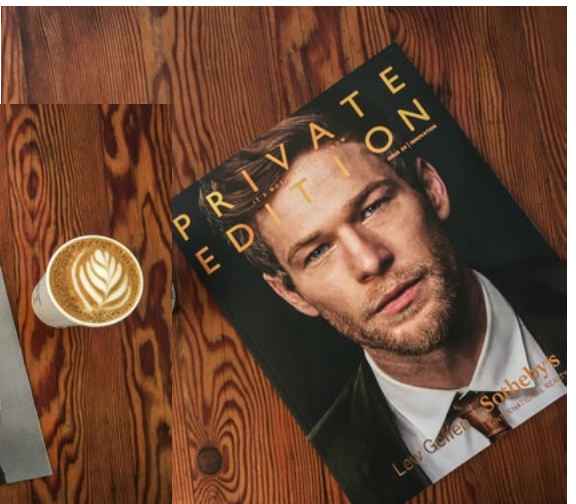
The word 'WEEF' comes from the Afrikaans word 'Weef' which means to weave different elements together. In WEEF's case it's weaving cultures and people together, also not forgetting that leather also weaves really well with almost all other materials.

SOCIAL FEEDBACK
& MEDIA

Armin 'Barney' Barnard posted a photo on Instagram.

34 mins · Instagram · 22

Just received a personal delivery of my Handmade Leather Tie by the amazing **WEEF** Styling brand, stunning packaging and utterly beautiful product. Can't wait to next wear my suit.



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Just in time for Valentines Day, we've found the ultimate gift for the man in your life!

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Looks We Love- The Leather Tie

We are so excited to have stumbled over one of SA's hottest new finds, and we have a feeling it's going to be the new groomsman gift of choice! There's a great, proudly-local story behind this products launch too!

www.gearhungry.com/category/style/

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STYLE

Weef Leather Ties

Don a Weef Leather Tie and we're fairly certain people will notice. Each of this Cape Town startup's skinny ties is handmade of premium full grain leather that'll probably last forever and age nicely (like leather tends to). They come in six colors that span (from left to right) brown, grey, navy, as well as (not shown) oxblood, black, and cognac, and require little maintenance. Though to sharpen up just iron over your tie on low heat with a pure cotton ironing cloth for a crisp, clean look.

Pick one up at **Weef** - \$84

South Africa

STYLE CULTURE WOMEN THE GQ LIFE MAGAZINE WIN

Home / The GQ Life

GQ Recommends (03.11.2016)

Words By GQ

The products, places and paraphernalia we highly recommend

[See last week's picks here](#)

WEEF Handmade leather ties

Created by local guys Dévan and Patrick, WEEF ('weave' in Afrikaans) is a bastion of class and gentlemen's style. With a different approach to accessories in a world of bespoke-everything-and-it-still-all-looks-the-same, these handmade leather ties are a welcome addition to the international men's fashion market. A bold statement tie, it works for all occasions and is available from the their [online store](#).

Khuli Chana - One Source (ft. KayGizm, Victoria Kimani and Sarkodie)



WEBSITE
WEEFWEAR.COM

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@WEEFWEAR

SEE OUR BRAND FILM
BIT.LY/WEEF-BRAND-FILM

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