MADE OF FREE SPIRIT

Brand presentation

THE IMPORTANCE OF APPAREL ACCESSORIES

“Apparel accessories is one of the dynamic categories, driven by the growing interest towards fashion, enabling consumers to follow the latest trends and complete their entire look”.

Euromonitor Report

Canoe

CANOE TODAY

“A time-honoured art made timeless.”

CANOE is an international headwear brand, fusing the latest trends from the fast-paced world of fashion with the excellence of traditional craftsmanship. Both timeless and on-trend, our products are bound to impress you with their exceptional quality and longevity.

20 YEARS OF RESEARCH AND EXPERIENCE

Canoe is the byword for headwear and outstanding quality. Canoe designs, produces and distributes headwear since 1996. From then on we are opening new, bold and promising ways to work with premium materials.

14M+	1M	2K+
CUSTOMERS WORLDWIDE	PRODUCTS SOLD PER YEAR	WHOLESALERS

NEO-CLASSIC

An effortlessly elegant collection, inspired by the meeting of tradition and trend.

PREMIUM

A truly timeless collection, alight with grace and a love of detail, irresistible to touch, made from the finest yarns.

STREET-FASHION

A uniquely expressive collection, vibrant with life and inspiration.

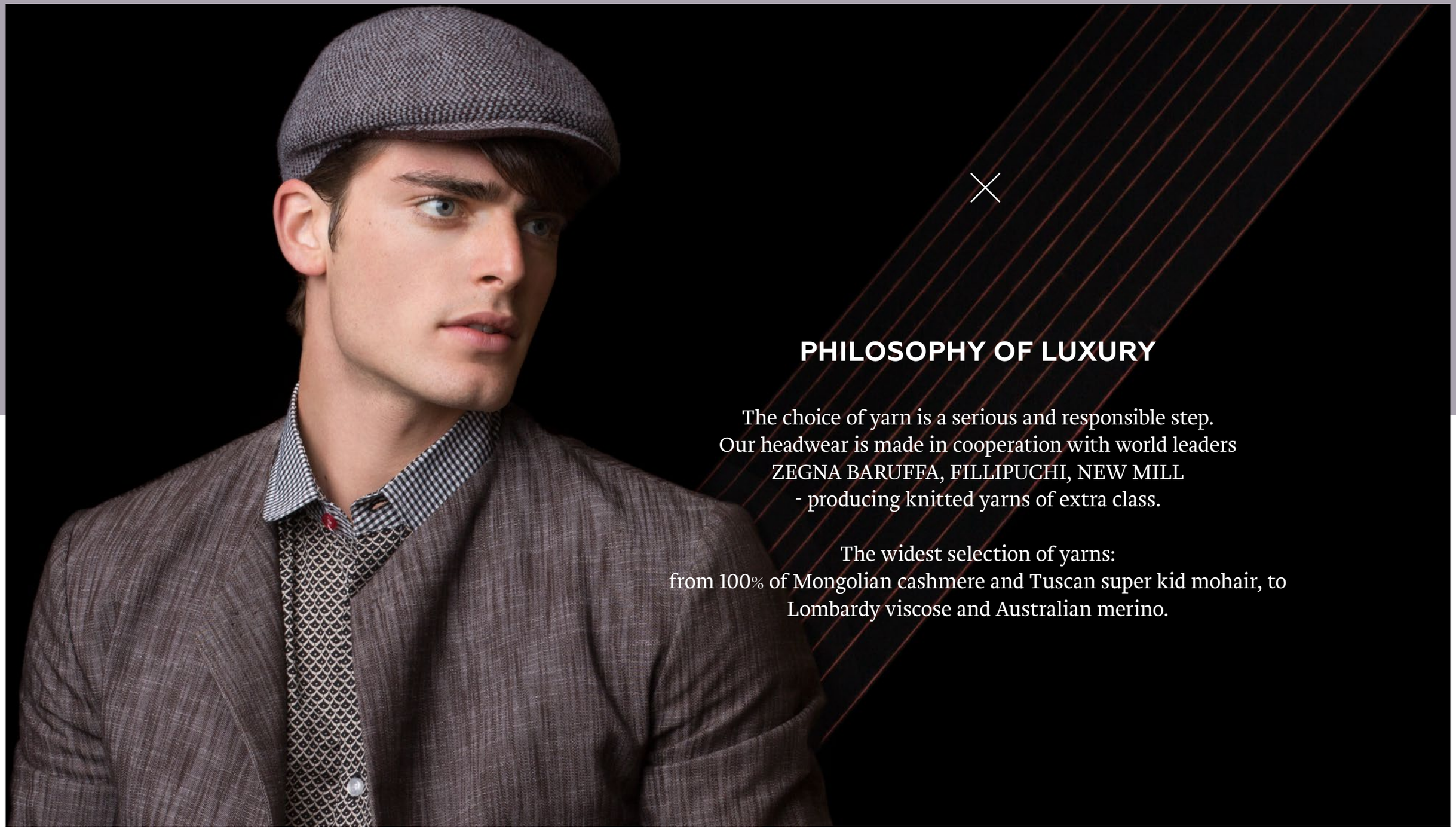
We offering one brand that appeals to all people,
by covering the different price and style segments.

EUROPEAN PRODUCTION

We continue to invest in traditional manufacture in Eastern Europe
– to preserve the time-honoured expertise that we transform into outstanding quality and the latest designs.

SKILLED MANUFACTURING

Canoe handles all phases of product development from design,
technical drawings and samples testing to production and distribution.



PHILOSOPHY OF LUXURY

The choice of yarn is a serious and responsible step.
Our headwear is made in cooperation with world leaders
ZEGNA BARUFFA, FILLIPUCHI, NEW MILL
- producing knitted yarns of extra class.

The widest selection of yarns:
from 100% of Mongolian cashmere and Tuscan super kid mohair, to
Lombardy viscose and Australian merino.

CANOE - IS A METAPHOR FOR QUALITY

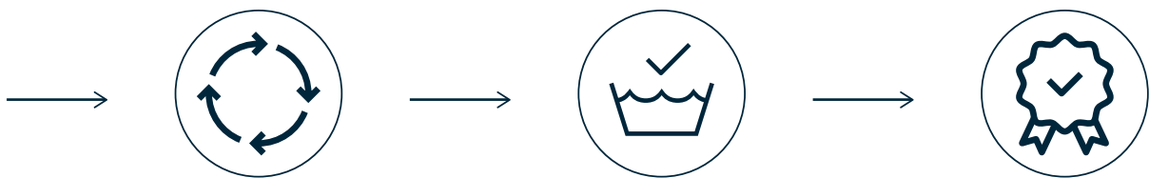
7 Stages of Quality Control

CAREFUL SELECTION OF RAW MATERIALS

NEW TECHNOLOGIES OF YARN PRODUCTION

PRODUCT DEVELOPMENT

PROTOTYPE TESTING



MULTI-STAGE REFINEMENT & PRODUCTION CONTROL

PRE-WASH & SPECIAL SOFTENING TREATMENTS

QUALITY CONTROL

NOBLE
NATURAL MATERIALS

We aspire only to the highest quality. That is why we look for the best, most innovative solutions off the beaten track. So that you too will be inspired by the spirit of CANOE.

Merino wool

Super kid mohair

Angora

Lurex

Half wool

Mohair

Anti-pill fleece

Viscose

Alpaca

Cashmere

Cotton

TECHNOLOGIES
UNITED WITH EMOTIONS

Nature is the source of life, science is a storehouse of knowledge,
together they turn the natural properties of wool into perfection.

High Twist

Nano Silver

3D Tube

H2Dry

Air technology

Woolmark

Thermo Cool

Muline wool

Air System

Segmented dyeing

Q-Max

UV protection

HIGH TWIST TECHNOLOGY

Revoluion in motion - a special way of yarn twisting

Always in perfect shape: the headwear is incredibly wrinkle- and pilling-resistant, although it regains its shape, does not stretch over time, provides significant durability even after wash.

3D TUBE

3D Tube is truly unique process in the production of air yarns

As wool fibres are processed under high pressure and high temperatures, fibres become hollow. This makes not just for second-to-none softness, but gives you a product that is also incredibly light and pleasant the touch.

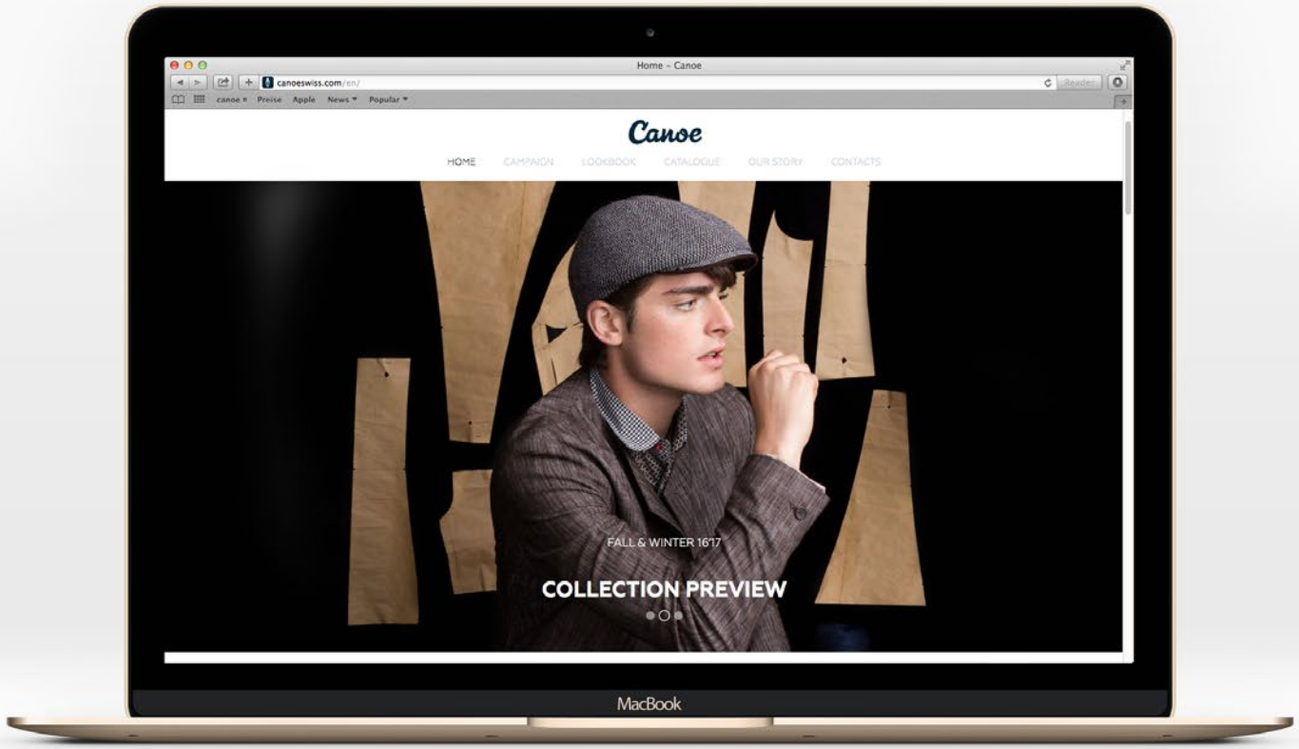
H2DRY TECHNOLOGY

A new generation of ultra-breathing headwear,
that match your rhythm life.

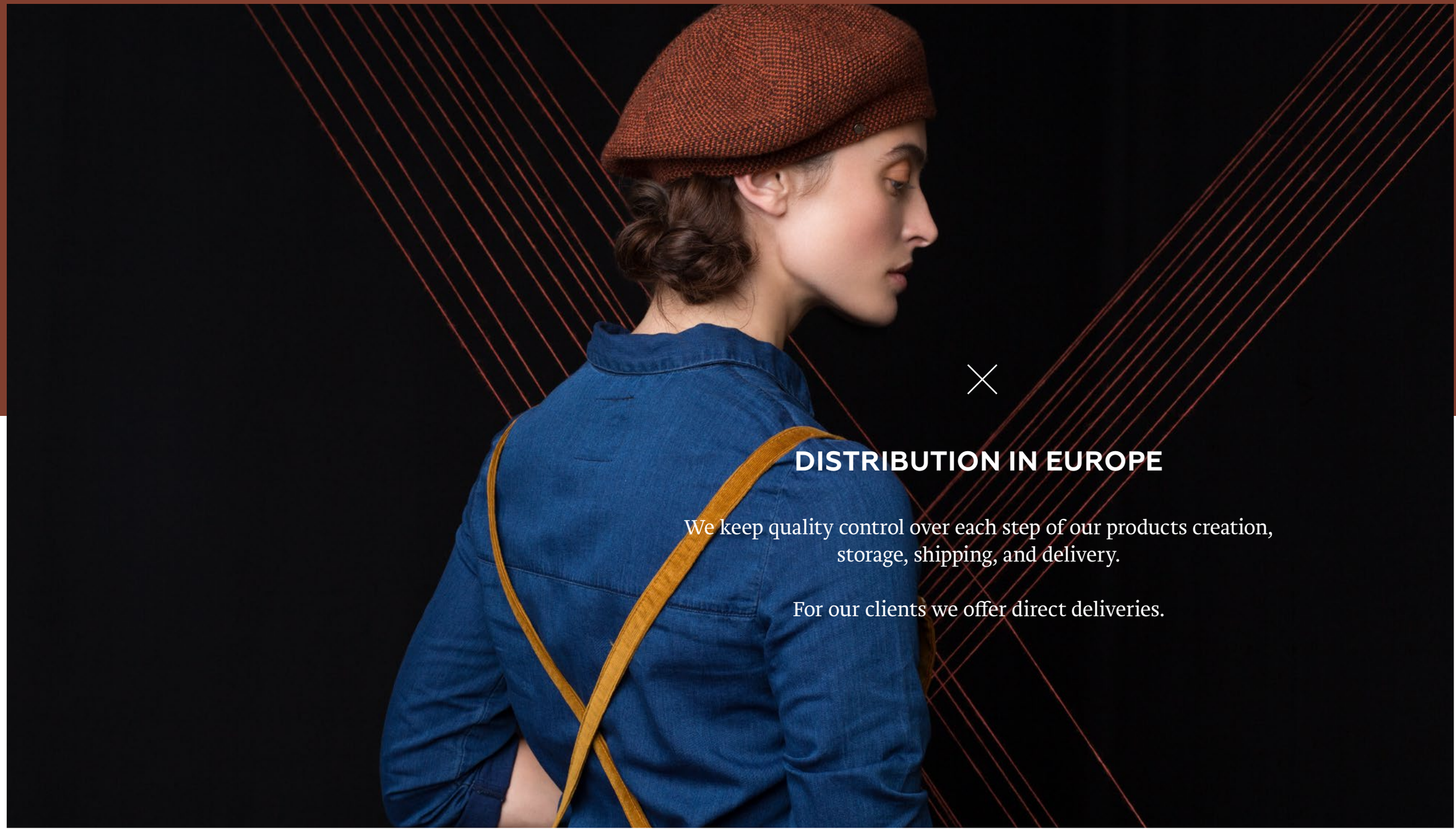
H2Dry - is an exclusive treatment that gives Cashwool and natural fibers the unique characteristics that are still were not achieved: always dry head, easy care, highly elastic.

24 / 7 ORDERING AT ANY TIME

Today, Canoe is one of the fast growing brands,
working together with boutiques and large department stores.



www.canoe.ru



DISTRIBUTION IN EUROPE

We keep quality control over each step of our products creation, storage, shipping, and delivery.

For our clients we offer direct deliveries.

RELIABLE PARTNER AT YOUR SIDE

Thanks to our capabilities and many years of experience
we are able to respond to your individual needs in the short term

- Easy ordering process with all information and assistance whenever needed
- Compelling assortment & innovative products
- Convenient buying calendar for pre-orders or re-orders
- Marketing support, media- and POS materials

MARKETING SUPPORT

Canoe

GETTING ACQUAINTED.
If you're interested in Canoe headwear for your business,
please send us an email: c@noe.ru

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