

HONEST WOLF

Honest Wolf creates licensed New Zealand Team limited-edition homegrown accessories

Luggage and accessory brand Honest Wolf announces a new licensed New Zealand Team range of quality wool and leather accessories, in the build up to the Paris 2024 Olympic Games.

Both coming from competitive rowing backgrounds, Honest Wolf founders Sam and Sophie Hurley have created this range to support the New Zealand Team with portions of each sale going directly to the Team.

Highlights of the limited-edition range include a Wool Cap featuring the NZ Team embossed leather patch, a Weekender bag which has a message of encouragement 'we are the New Zealand team' embossed on its luggage strap, and a Passport Holder made with homegrown Papanui Estate Wool; all perfect travel additions for anyone heading over to France to see the action live.

Sophie had always hoped to compete at the Olympic Games, as she represented New Zealand in world champs at a younger age, and says this range is fulfilling a bit of that dream.



“As a rower through school and Uni, my goal was to head to the Olympic Games. While I may not be there this year, this new range is a way to represent the New Zealand Team in another way.” says Sophie.

Images showcasing the range feature two local Olympic athletes, rower Lucy Spoors and cyclist Sam Dakin in their element. Spoors is a silver medal winner at the previous Olympic Games and had previously rowed aside Honest Wolf co-founder Sophie. Dakin is also heading over to France to compete in his second Olympic Games.

NZ Olympic Committee Commercial Director Sharon van Gulik is thrilled about the range and says they were drawn to Honest Wolf for its quality craftsmanship and uniquely New Zealand design.

“For any brand aligning with the New Zealand Team, it is essential they reflect the values of Aotearoa New Zealand. Kiwis are renowned for their ingenuity and community spirit, qualities that Honest Wolf embodies through its support of regional farmers and its line of functional accessories.

“Honest Wolf is celebrated for championing one of the country's finest natural resources—wool. The versatility and durability of each design make them perfect for a New Zealand Team travel collection.”

Ends.

The Honest Wolf x NZ Team range is available from honestwolf.co.nz and includes:

The Supporter Duffle RRP \$549

The Supporter Tote RRP \$229

The Supporter Cap RRP \$109

The Supporter Backpack RRP \$509

The Supporter Wash Bag RRP \$239

The Supporter Passport Holder RRP \$159

Bundle sets are also available:

The Full Supporter Set (All products) RRP \$517

The International Supporter Set (Duffle, Wash bag, Passport holder) RRP \$814

The Local Supporter Set (Backpack, Cap) RRP \$1525

[Imagery of the range here.](#)

Follow Honest Wolf [here](#)

For more information, please contact [Lomas Kerr PR](#)

www.honestwolf.co.nz

Honest Wolf Flagship Store is located at 2 Bruce Street, Hunterville.

More about Honest Wolf:

Intent on restoring wool to its former glory, [Honest Wolf](#) is a local accessory brand championing wool through luxurious everyday essentials – including overnight bags, totes, wool caps, laptop sleeves and wallets.

Focusing less on trend-driven designs and more on creating durable, long-lasting styles with locally sourced quality materials, each Honest Wolf piece will carry across seasons and become a go-to everyday staple for years to come.

Honest Wolf's wool is sourced from Sam and Sophie Hurley's 3,300-hectare, third-generation farm – Papanui Estate. The husband and wife duo's 25,000 happy, healthy sheep are sustainably farmed and produce over 170 tonnes of wool annually.

Native New Zealand Leather is the natural choice to blend with Papanui Estate Wool, and Honest Wolf has partnered with New Zealand Luxury Group, which works with the same ethical methods. The leather is robust, takes on a defined shape, and is 100% chrome-free.

Situated in central Hunterville, the flagship store fit-out has a fresh aesthetic with wool used throughout the building, including the shop counter, to proudly showcase the brand's coveted wool accessories.

LOMAS KERR