



KNIZE Chronicle

- 6.11.1858 Josef Knize, a Czech master tailor for civil and military clothes, takes over the shop of J. Einsle.
- 1885 Albert Wolff, son of a German banker, arrives in Vienna and participates in Knize's company. His wife Gisela is the sister of the entrepreneur Hugo Steiner who had a decisive influence on Adolf Loos' career.
The company becomes supplier of the imperial & royal court.
- 1888 Albert and Gisela Wolff take over the company.
- 1902 After Albert Wolff's death his wife Gisela manages the company – from business to workshop. A very unusual position for a woman in that time.
- 1910 - 1913 The famous Viennese architect Adolf Loos designs the Knize-store in Graben Nr. 13 in his unmistakable style. Loos' architecture has remained almost unchanged until today.
- 1921 Opening of the Knize-store in Karlsbad (Design: Adolf Loos).
- 1924 Friedrich Wolff, son of Albert Wolff, takes over the company and engages Ernst Deutsch Dryden as fashion designer and advertising consultant. Dryden develops a new and still valid trademark as well as a very successful advertising strategy: The English polo game is stylized as a symbol of highest elegance and its positive image is soon associated with the Knize-products.
- 1927 The still existing men's toiletry series KNIZE TEN - introduced as an absolute unique idea - is one example of Dryden's influence on the company. Series like that haven't been offered to men before. "Ten" is the highest handicap in the polo game.
Dryden also initiates a designer-concept to men's fashion, years before the Italians become very successful with that conceptual orientation. From that time on Knize is one of the world's leading tailors in both - craftsmanship and style.
To provide a perfect service to international costumers Knize opens further stores worldwide.
- 1927 Opening of the Knize-store in Berlin Wilhelmstrasze (Design: Adolf Loos).



- 1928 Opening of the Knize-store in Paris, 146 Avenue des Champs Elyseés (Design: Adolf Loos, 1927 - 1928).
- 1933 Adolf Loos dies.
- 1934 Opening of the Knize-store in Prague (Design: Heinrich Kulka, collaborator of Adolf Loos).
- 1935 After 50 years ownership by the Wolff's, the company is given the name "Wolff-Knize". Arriving in the USA (1941) they reduce the name to Knize.
- 1937 Opening of the Knize-store in Bad Gastein.
- 1938-1941 The Knizes leave Vienna and via Paris emigrate to New York.
- 1939 – 1945 Knize employees run the Viennese firm as "Knize & Co. Kommanditgesellschaft".
- 1941 Opening of the Knize-store in New York's 56th street. Former costumers from Knize-stores all over the world are the first to visit the shop in the USA.
- 1945 After World War II the store in Berlin is destroyed. The stores in Prague and Karlsbad are closed by the Soviet occupation.
- 1956 After finishing the commercial school and the fashion school "Modeschule Michelbeuern" the native Upper-Austrian Rudolf Niedersuesz starts to develop his tailoring skills at Knize & Comp.
- 1963 Master Rudolf Niedersuesz starts his own business and acquires the former imperial & royal tailor C.M. Frank (founded 1838) - one of the world's most famous tailors with exclusive clientele.
- 1972 The Knize-store in Paris is closed, 1974 the store in New York.
- 1976 Rudolf Niedersuesz participates in Knize & Comp., becomes general manager and 1978 merges Knize & Comp with C. M. Frank. From now on Knize also offers finest ladies' wear.
- 1984 Knize opens a new store in the Viennese Bräunerstrasse.



- 1989 Knize & Comp. acquires the offices of bookshop Krey next to the entrance of the Knize-store.
- 1992 – 1993 The architect and designer Professor Paolo Piva redesigns those parts of the store which have not been created by Adolf Loos and converts the former offices of bookshop Krey into the new ladies store - Lady Knize.
- 1992 Bernhard Niedersuesz, the eldest son of Rudolf Niedersuesz, joins the company. He establishes himself as proven men's tailor and shirtmaker. Within the following years he becomes his father's right-hand man.
- 1992-2008 Master Rudolf Niedersuesz carries on the business of the well known firm and personifies the trademark Knize.