



CARE BY ME

Celebrating 10 years - Autumn Winter 2022



CARE BY ME - 10 years

CARE BY ME is a Danish brand that creates beautiful clothing and home accessories based on the values of timeless design, high quality materials and responsible production.

We merge our Danish design heritage with honored craftsmanship to produce exclusive products that are sold all over the world.

We are committed to supporting communities and empowering women in developing countries through our design and production processes.

Our desire is to encourage and help our customers to make more sustainable choices and to cherish the work and great craftsmanship that lies behind each product. This supports our hope and mission for a better world for both humans and nature.

CARE BY ME is a company owned and run by women designing exclusive products for people in our part of the world while empowering women in developing countries.

We run a responsible business with respect and care for everyone involved in CARE BY ME. By focusing on empowering women, we help secure their future, enable them to feed their families, ensure their children's education and provide them with a more secure life.

It is our clear intention that everyone who works for us should have a proper and respectful life and work under reasonable conditions that support our values.

The women in our social workshops in Kathmandu, Nepal have a special place in our hearts. It was in the very center of this beautiful city that our sustainable journey started in 2012 and today we proudly employ more than 75 talented women in our social workshop in Kathmandu.

In 2022, CARE BY ME celebrates its 10th anniversary. We hope you will join the celebration and be part of our sustainable journey for many years to come.

**At CARE BY ME,
sustainability is not an "add on"
– it's our core DNA.**

Interviewing: Camilla Gullits - Founder

Have you always had a keen sense of aesthetics? Do you have a design background?

I studied design at the Royal Danish Academy and yes, I have always had a strong sense of aesthetics. I get very inspired by good craftsmanship, natural materials, and architecture - these things together are natural components in long-lasting design.

How and why did you end up focusing on sustainable design?

Twelve years ago, I became more aware of the inequalities in the world. Especially between women and men. Many amazingly well-educated women in the Western world worked too hard and cared too little for themselves. And far too many women in developing countries had far too bad conditions. I therefore decided to create a brand that could embrace women in our part of the world and create a space where it was okay for women to put themselves first. At the same time, the products had to be produced in a sustainable way, by women with proper working conditions.

If you could choose ambassadors for your brand – women who really reflect your values – who would they be?

We do not work with ambassadors for our brand, but we have a lot of very good and regular customers who have supported the brand for many years.

Common characteristics for them are that they are well-educated and independent women who value good quality in clothes and interior - but also in life in general.

What are the biggest challenges of running a sustainable business?

When we started CARE BY ME 10 years ago, many people thought the project was nonsense. To me it felt like running a marathon uphill in headwinds - all alone. But fortunately, more people now share my view on inequalities and prioritize sustainability and social responsibility to a much greater degree than before - and that helps a lot.

We are still being challenged because some customers think our prices are too high, but our prices just reflect what products of our high quality should cost. I strongly believe that it is better to own one blouse of high quality for DKK 1,000 than 10 blouses of poor quality for DKK 100. In the end, the economy is the same.

As owner of a business that promotes sustainability, what else do you do in your everyday life that reflects an eco-friendly lifestyle?

I try to behave properly towards other people in general. I live relatively environment friendly and eat locally whenever possible. I do not eat much meat. I often buy recycled things - both for myself and for my home. I always buy classic furniture. They maintain their value and do not need to be replaced due to fashion change.

How do you ensure transparency throughout the entire design and production process?

For the part of our collection that is GOTS certified, it is quite uncomplicated as there are external auditors who ensure each link in the supply chain. With our production in Nepal, it is much harder to document everything. But with each passing year, the process gets better, and we are constantly working on more certifications.

What are the main problems you see in the fashion sector today?

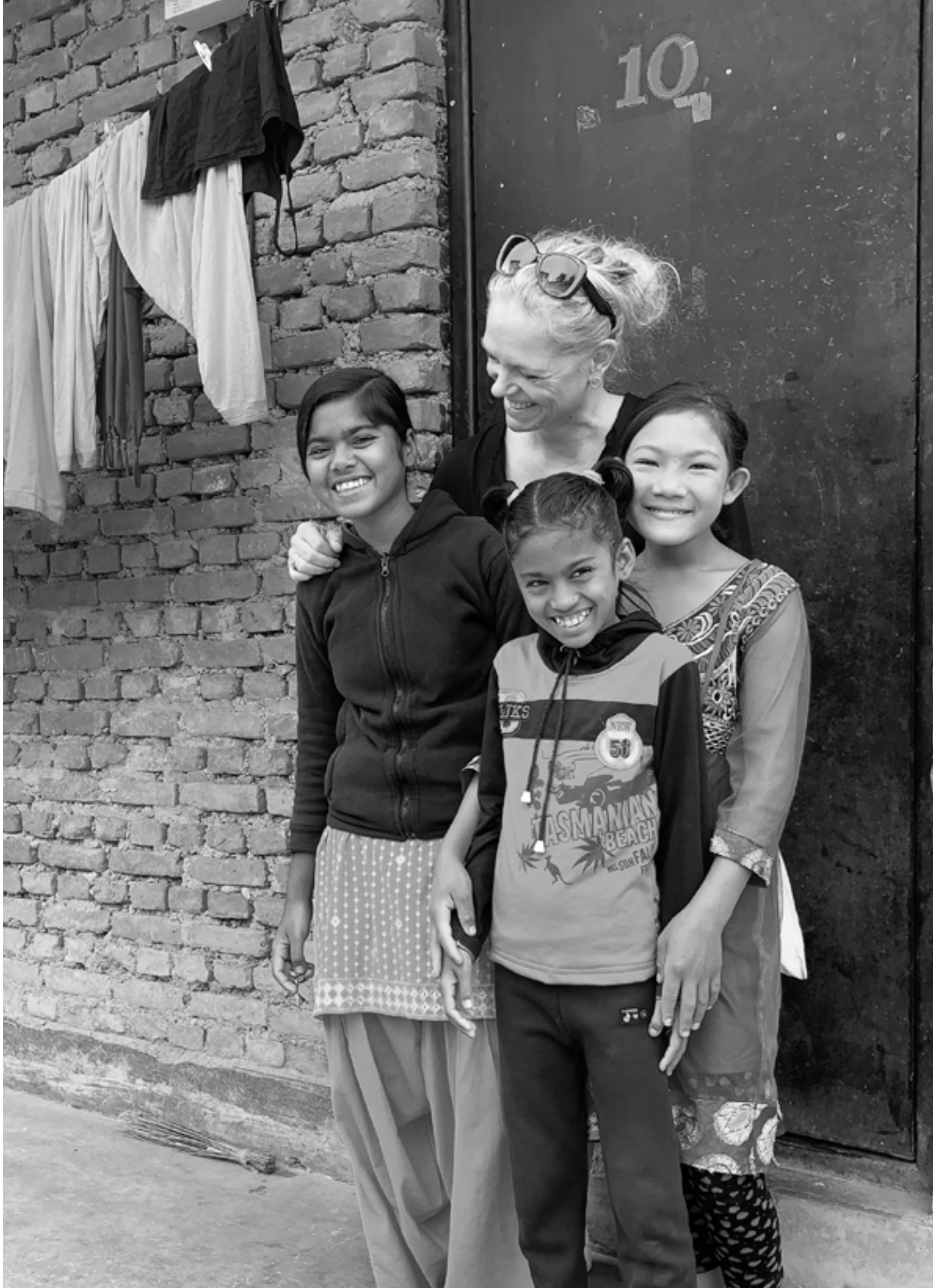
Far too many products are produced in poor quality and under terrible conditions.

What more could be done to promote/maintain standards of sustainable/ethical fashion?

Just as you have certifications and requirements for food, you need to have it on textiles. It should not be legal to buy a product that harms both the environment and the people who made it. We can all afford to behave properly and make better choices.

How often do you travel to Nepal and India to visit the women who handcraft CARE BY ME clothing?

I travel to Nepal and India once a year. In addition, we have a good daily contact with each other through email. After 10 years of close cooperation, we have built up a very good and steady communication.





How does it feel to meet the families and experience the difference you have made in their lives? Do you have a personal relationship with any of the women and children there?

It gives me a great feeling of joy to experience the development of our project, which has now grown from 4 women to more than 75 women. Several of the women have been involved for many years and I have also followed some who were children when we started the project and who are now young women in education. It is a great pleasure to follow their journey in life.

As a busy and dedicated business owner, how do you manage a good work-life-family balance?

I work a lot, but my children are adults and have moved away from home, so in everyday life I only have myself and my husband to take care of. It gives me energy to work and to be with our family and friends - and then I probably have an extra working-gear compared to many.

With age, I have become better at taking care of myself - so I am good at taking some time for myself, go for a run or swim in the lake. Our house is located right next to a big lake and being near the lake gives me a lot of joy and refuel my energy.

What is your goal for Care by Me in 10 years?

Overall, I do not hope for much change. I think we have a great business, and I am very proud of how far we have come. We have very good partners and the work we have done in Nepal 10 years has started to pay off. We have 75 women employed and more are on the way.

In Denmark we have a fantastic team. We are quite busy, but we maintain a good balance by being together in the office three days a week and working from home two days a week. The days we work from home, we avoid time in traffic and can work with the tasks that require immersion. Every Thursday we do Yin yoga together which I can highly recommend.

In 10 years, my hope is that the CARE BY ME family has grown with a few more employees in Denmark, Nepal and India, preferably also in Italy.

In Nepal, I hope we have been spared more earthquakes and pandemics and that our production can be allowed to run smoothly and efficiently. I hope that we have established processes regarding how an existing conventional workshop is transformed into a sustainable

workshop with certifications that benefit both people and the environment. Certifications in Nepal today are not widespread, but I am sure it will get better as more companies move their production to the country. That is the positive aspect of Nepal having become so popular among other brands as well.

In recent years, we have been working on our new project CARE BY HER, which is about helping young women from orphanages to education through an old-fashioned, teacher system. We are still missing the last part of the funding - but I am convinced that this project will be up and running in 10 years.

I would like a few more employees to handle the tasks in Denmark. But I do not want us to be too many. I think a brand like ours is best when we are a small team, so the importance of daily communication, community and family feeling is preserved. CARE BY ME is a lifestyle for me, and I hope it still is in 10 years. A lifestyle where we work every day to improve living conditions for women in developing countries.





The new luxury

The new luxury ideals are more concerned with authenticity and soul than big cars and gold.

Luxury today is synonymous with the ability to make meaningful choices rather than to show wealth or status.

It is about buying products with care and transparency. Products developed by expert designers and made with a high level of craftsmanship. Products purchased with the knowledge that they are made with the best raw materials and that the people who made them have good conditions for education, income and human rights.

We believe that the new luxury is sustainable and very achievable ... and at the same time contributes to more equality in the world.

At CARE BY ME
we say:
The new luxury
has heart.





Ea sweater
Vivienne pants

Slow wear

For us CARE BY ME means: 'take care of me' or 'care given by me' - a sustainable lifestyle that must embrace women in our part of the world while our production helps women in developing countries.

Too many women in our part of the world forget to take care of themselves. They constantly put the needs of employers, children, and family first.

They forget the importance of filling themselves up in the short run to be able to provide care to everyone else in the long run.

When you are capable of this, you can give much more to others.

CARE BY ME is not a fashion brand or an interior design brand. We are a lifestyle brand with a primary focus on the good and slow-living life.

A life in balance with room for reflection, genuine craftsmanship and beautiful, natural materials.

We want to treat people and the environment properly, with love and respect, and hope that our mission and sustainable thinking will inspire more people to increased awareness, sustainability, and quality in life.



Cathy hoodie



Cathy hoodie
Cornelia pants



Hannah scarf
Ea sweater
Cinzia pants



Chuck blouse
Cinzia pants



Introducing undyed cashmere...

... a more ecofriendly choice for cashmere lovers.

100% natural undyed cashmere brings you closer to nature with an exquisite softness of unprocessed premium cashmere.

Our undyed colors are pure, less polluting, and biodegradable. They are made for long-lasting design and they are a perfect match for our values. In this way, the clothes are better for humans and the planet, and ensure a more sustainable production with less impact on the environment.

We are very happy to present you with two new colors that are 100% natural from nature: Wheat & Dark sand.

The AW22 collection includes several styles available in these beautiful shades of natural cashmere.





Eline sweater
Cornelia pants
Beach bag
Hannah scarf



Etta vest
Victoria blouse
Cornelia pants



Annemo turtleneck



Beatrice blouse
Cinzia pants



Hannah scarf
Chuck blouse
Ulrikka skirt



Cathy hoodie



Sunil sweater
Cornelia pants



Sunil sweater



Hope vest
Lina long shirt
Cornelia pants



SHARE LOVE



Him:
Karl sweater
Cecilie pants
Her:
Hanne turtleneck
Cecilie pants



Karl sweater
Cecilie pants

Materials

Cashmere

Cashmere yarn

Cashmere yarn is made of the finest hair from the undercoat of cashmere goats. Most cashmere goats live in Mongolia, Nepal and China in a very cold climate, where winters can be down to minus 40 degrees C. This forces the cashmere goats to adapt to the climate by developing a double layer of wool. The inner layer is used to make our cashmere yarn.

Cashmere quality

The quality of cashmere is defined by fineness, color, softness and length. The most important factors in the quality of cashmere are the length and fineness of the fibers. Items made with long, fine fibers will pill less and maintain their shape better than items made with short thick hair.

In Nepal, we have 3 grades of cashmere available to us – A, B, and C. The A grade is the best and most expensive quality. CARE BY ME uses grade A quality cashmere exclusively.

Ply

Ply is the number of strands twisted together to make the cashmere yarn. At CARE BY ME we use different kinds of ply yarn from 1 to 16 ply. For our handknit items we use 2-ply yarn, but we bunch these into 3, which means that our hand knit items are made of 6-ply. (3x2).

Gauge

Gauge is a measurement telling how tightly the item is knitted. Gauge refers to the number of stitches and rows per inch. The higher the gauge number, the tighter, or finer, the knit.

Wool

At CARE BY ME we use different types of wool. They all share the benefit of being 100% natural, biodegradable, 100% renewable, naturally breathable, soft against the skin and easy to care for.

Cashmere / silk

A delicate and exceptionally soft blend made from 75% cashmere and 25% silk. The yarn is brushed a bit, resulting in a wonderfully soft finish. We call it summer cashmere because of the light and exquisite expression.

Cashmere / wool

“Wool with a kiss of cashmere” - a wonderful, natural blend made from 90% wool and 10% cashmere. An exceptionally soft and durable high-quality wool and cashmere quality that makes it perfect for loungewear, chunky knits, and long-lasting interior.

Linen / cotton

A natural and very soft blend of 50% organic cotton and 50% linen.

The special weaving method and the combination of soft cotton and raw linen make the fabric perfect for clothing. Furthermore, this strong and breathable fiber absorbs moisture and keeps the skin cool on hot summer days, resulting in the perfect fabric for clothing that can be worn all year round.

Not only are linen and cotton some of the most durable fabrics available, but they are also both natural fabrics.

This unique blend is responsibly produced by solar energy and complements our journey towards a more sustainable lifestyle.

Recycled cashmere, wool & cotton

As a new material, CARE BY ME will include recycled cashmere, wool and cotton in our collection. The production is in Italy, and we are very much looking forward to introducing this fantastic and very environmentally friendly quality.

Organic cotton

There are a several reasons why CARE BY ME has chosen to become GOTS certified (Global Organic Textile Standard) and work with organic cotton instead of conventional cotton.

Organic cotton is better for the environment

Organic fibers are grown without the use of synthetic fertilizers or potentially toxic pesticides. By building soil fertility, organic farmers help lock CO2 into the soil, helping mitigate climate change.

It also avoids the use of the toxic pesticides that, in



non-organic systems, are responsible for poisoning wildlife and rivers, as well as destroying the lives of an estimated 16,000 people each year.

Organic cotton is better for workers

By avoiding potentially toxic pesticides, cotton workers benefit by avoiding the associated health problems and deaths common in non-organic cotton production. Avoiding pesticides also reduces production costs and farmer debts – the burden of pesticide debt has resulted in thousands of suicides in India which is the world's largest cotton producer.

Organic cotton is non-GMO

A significant amount of all cotton grown worldwide is genetically modified, but GMO is specifically banned in organic systems. GMO cotton poses a potential risk to wildlife and human health, as well as exposing farmers to unnecessary expenses.

Organic cotton has restricted use of chemicals and limited residues

GOTS ensures that the chemicals used in processing textiles meet strict requirements in toxicity and biodegradability. Final products are restricted in the amount of allergenic, carcinogenic or toxic chemical residues. These residues can be inhaled or absorbed through the skin and may cause allergies, skin rashes or respiratory problems.

In contrast, non-organic manufacture uses tens of thousands of acutely toxic chemicals, many of which are classified as hazardous by the World Health Organization (WHO).

Poor working conditions and lack of individual rights in the garment industry are commonplace. GOTS certified organic textiles must meet social criteria based on the International Labor Organization (ILO) conventions. These cover minimum wages, working hours, child labor, freedom of association, discrimination, harsh or inhumane treatment and more.

CARE BY ME has GOTS certification No: CU863102



Karl sweater



Nicolaj sweater

Mindful living



Josephine long sleeve t-shirt & pants
Etta vest - Soft feet socks

”...soft and natural materials on the skin
are as much a part of my health routine
as natural and nutritious diet, good sleep, yoga
and meditation.”



Soft and healing

It's not often we think about it, and some doesn't know it at all - but the skin is the body's largest organ. And like the body's other organs, the skin plays a vital role in our health. In addition to providing information and protection, the skin is also a sensory organ with direct access to both the nervous system and the hormonal system.

It is therefore quite important to be aware of which materials meet the skin - and here by this I do not mean skin care products. Few people know that we can hack directly into our nervous system, just by letting our skin touch soft and comfortable materials. The feeling of soft blankets and clothes stimulates the nervous system and increases the formation of the hormone oxytocin. Oxytocin is also known as the pleasure hormone and the genius of this hormone is that it normalizes our stress levels.

As a hormone therapist and yoga teacher, I often teach both students and clients the link between the hormonal system and the skin. This link is an easy and accessible way to balance stress in the body and increase the feeling of well-being and enjoyment.

I am very aware of what clothes I wear, and as a mother and self-employed with a busy day, one of my daily bio-hacks is of course to wear clothes that affect and stimulate my nervous system and hormonal balance positively. That's why you never see me in synthetic material or clothing that tightens or bothers. In fact, I can't remember how many years it has been since I wore a pair of tight jeans.

On the other hand, you can almost always find me in soft knits, leggings, pants and dresses made of natural and soft materials. Or with cashmere socks or a soft blanket around me on the couch. This applies both when I do my yoga practice, when I teach, have clients or work. It is the few of us who can avoid stress in life completely - and therefore soft materials for me, have become a natural part of a comfortable and balanced everyday life.

Soft and natural materials on the skin are as much a part of my health routine as natural and nutritious diet, good sleep, yoga and meditation.

Vicky Olivia
Yoga Teacher & Complementary Hormone Therapist



Josephine long sleeve t-shirt
Josephine pants



Josephine

... a soft addition to our collection of sustainable slow wear.

Josephine is a new series of soft and comfortable wardrobe essentials that you never want to be without.

This feminine loungewear is perfect for slow days at home, styled alone, with layers of soft cashmere or a chunky cardigan on top. Furthermore, the soft styles are great for practicing yin yoga, meditation or pilates.

The series consists of a top, t-shirt, long-sleeved t-shirt and pants and is made of our lovely "wool with kisses of cashmere quality" - an exceptionally soft and durable high-quality blend of wool and cashmere.

Josephine is certified handmade in our social workshop in Kathmandu, Nepal, and made on an old-fashioned hand-knitting machine without the use of electricity.

Josephine t-shirt
Josephine pants



Josephine t-shirt
Josephine pants



Josephine tank top
Ellinor throw
Josephine pants



Home

Home is where the heart is.

The way you decorate your home is incredibly important for your wellbeing. Living in a time of haste and swiftness, with a surplus of information wherever we go, we believe in decorating with calm, earthy tones and natural materials. Thus, creating a space where you can free your mind, and relax alone or with the people you love.

The CARE BY ME home collection is made to embrace you and to release a space of complete presence.



ReLove throw
Snow drop rug

RELOVE

We are incredibly happy to have started a production with recycled cashmere, wool and cotton in Italy.

The fine materials are recycled, woven or knitted into new beautiful products.

Italy is known for amazing craftsmanship and their ability to recycle materials is unique.

Many manufacturers use polyester material when recycling wool and cashmere. We do not - our products are 100% natural. All throws from CARE BY ME made in Italy are GSR-certified and comply with international standards for recycling.

This throw is 100% recycled and 100% natural.

The cashmere could be your old favorite sweater.

The cotton could be the towel you lay warm and happy on, on the beach.

The wool could be the hat that season after season repeatedly warmed your ears.

Cashmere. Wool. Cotton.

These three amazing materials have been transformed into small fibers, spun into the finest yarn and woven into a sustainable product, ready to embrace a new owner.

Material:

48% Cotton 46% Wool 6% Cashmere



ReLove throw

Interviewing: Illums Bolighus

Illums Bolighus is known all over the world for their fantastic collection of beautiful products with a focus on Danish design and high quality. At CARE BY ME, we are proud to have been represented in Illums Bolighus since we started 10 years ago.

We paid Illums Bolighus a visit to get their opinion on why, CARE BY ME and Illums Bolighus is such a good match.



What is the reason why CARE BY ME has been represented in Illums Bolighus for 10 years?

When we chose CARE BY ME as a brand for Illums Bolighus 10 years ago, it was because they had a unique collection within pillows and plaids. They were first movers with products that were handmade and in materials of the highest quality that fit well into our range of architect-designed furniture and interior design. Our selection of CARE BY ME has expanded over the years and today CARE BY ME is represented both in our living department with exclusive pillows and plaids and in our ladies department with loungewear and delicious knitwear.

CARE BY ME offers our customers long-lasting designs. The collections are classic and timeless.

CARE BY ME's products are made of the best materials primarily with a focus on Cashmere, which fits well into our Universe of exclusive design for the quality-conscious consumer.

In your opinion, what value does it add to a brand like CARE BY ME to be represented in Illums Bolighus?

For a small brand like CARE BY ME, it is of great value to be presented to our many Danish and international customers. Illums Bolighus ensures CARE BY ME a large international showcase all year round, where their products are exhibited with some of Denmark's largest design brands of all time.

Illums Bolighus is highly respected as an international department store, and we are pleased to be able to help new Danish brands on their way.

Which customer type does CARE BY ME address in Illums Bolighus?

CARE BY ME is aimed at the responsible consumer who emphasizes natural materials and good Danish, contemporary design. The brand has an international expression which attracts customers from all over the world.



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

Illums Bolighus



Illums Bolighus was originally founded in 1925 under the name of BO.

The man behind BO was the Danish entrepreneur Kaj Dessau, who was blessed with a strong sense of aesthetics as well as a flair for business. Working with his artistic consultant Brita Drewsen, he created a concept that had never been seen before: a store with arranged and furnished interiors, where textiles, appointments, and furniture all interacted as art.

The exceptional foresight displayed by both Drewsen and Dessau, as well as their impeccable sense of style and quality, played an important role in the international acclaim long accorded to Danish interior design.

Architect MAA Kay Kørbing designed the facade of Illums Bolighus in 1961, stylish and classic with an understated extravagance on the busy square of Amagertorv in the heart of Copenhagen.



Freja throw

Freja

It takes one woman 22 days to knit our FREJA throw.

It is knitted by hand on needles and has, in many ways become a symbol of the ultimate product at CARE BY ME. It is true craftsmanship. Made of the finest quality.

This throw carries so many stories. Stories that were told by the women, who had it in their hands as it was being made. Stories of empowered women, who can now provide for themselves and their families.

But also our story, that if we choose to design with a demand of quality, real craftsmanship and social responsibility, we can improve lives, and make products that last a lifetime.



Freja & Frigg cushions



Freja cushion
Frigg cushion
Snow drop rug



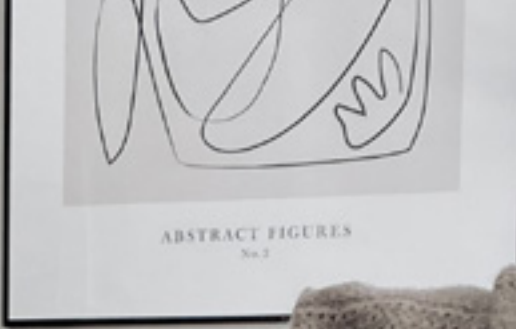
ReLove throw
Susan throw
Freja throw
Herringbone throw



Herringbone throw



Everyday everything we make
just has to be for us,
laugh at the confusion, smile
through the storm, and keep
reminding yourself that
everything happens for a reason.
Today we never come again
to a friend's house.
Because take the time to care
let your words heal and not



Ellinor throw



Ellinor throw
Ellinor cushion



Nature is my eternal source of inspiration.

It's so amazing that no matter what we do,
Mother Earth is right nearby
- she's always there.

Mother Earth contains so many
shapes and colors.

She can dress completely in red
as the most beautiful rose
or in gray as the finest sandstone.

Personally, I love it the most
when she dresses in white
full of beautiful dancing snowflakes.

- Camilla Gullits

Sleep

Almost everything is better after a good night's sleep, and it is our wish to help give you just that.

Make sure your bedroom is decorated quietly, without too many disturbing elements. At CARE BY ME, we love the minimalistic, simple, and raw Nordic style. Simple, natural colors, soft nightwear, warm cashmere socks, crisp organic bedding without harmful chemicals, delicious pillows, a good book, fresh flowers and lots of love, light colors, and fresh air.



Waste quilt
Lina bedding
Veronica pillows
Dagmar cushion



Vivienne shirt
Vivienne pants
Veronica duvet



Lina bedding
Frigg cushion
Balance rug



Lina pillow
Lina duvet



Lina cushion
Lina duvet
Dagmar cushion
Agnes cushion
Waste quilt

Accessories

Stylish, soft and sustainable accessories handmade in Nepal.

A wide selection of luxury accessories that will keep you warm without compromising on style.



Anabella scarf
Chuck blouse



Anabella scarf
Chuck blouse
Cornelia pants



Hannah scarf
Chuck blouse



Robbie hat
Cathy hoodie



Anna hat
Anna scarf
Faith blouse
Cinzia pants



Kate hat
Sara scarf
Sofia gloves
Faith blouse



Sara scarf
Faith blouse
Cornelia pants



Spun scarf
Chuck blouse
Cinzia pants



Theresa scarf
Josephine long sleeve
Josephine pants

CARE BY ME
Social luxury



Sock box



Vivienne kimono
Soft feet socks



Warm feet

Warm feet

We are so happy to introduce our new felted slippers: Warm feet. The slippers are handmade in Nepal, and they have small snowflakes as a beautiful feminine pattern.

Felted wool, just like sheepskin, is made to be worn during any season. Wool felt is naturally insulating, keeping your feet cool during the heat of summer, and warm during winter. This ability is thanks to the felt's fibres, which breath easily. Felt enhances comfort as it is incredibly soft.

The felted wool is breathable and anti-microbial. It keeps your feet dry and nice. Organic wool is renewable and can even be recycled for different products like the wool dryer balls, as we have in our felted Snow drop mats.

Warm feet are manufactured in Nepal and are 100% handmade.

The process of making the slippers:

The natural wool is dyed with environmentally friendly colors. Then carded and formed to slippers while it is wet.

After shaping the slippers, the wet felt slippers is then dried under the sun.

When the slipper is dry we sew a suede sole in the bottom to make it last longer.

It takes time and requires great craftsman skills to make our slippers. One woman can make only 2 pairs a day.

Our Warm feet slippers are designed in Denmark, and handmade with love in Nepal.





Freja throw
Ea sweater
Cinzia pants

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