

# CARE BY ME

AUTUMN WINTER 2023

SPRING SUMMER 2024





## Introducing the brand

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 change the way we act as humans, to encourage and help our customers to make more sustainable choices and to cherish the work and great craftsmanship 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.

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 have a special place in our hearts - it was in the very center of this beautiful city our sustainable journey started in 2012.

Every day we work to improve the lives of women in developing countries, and today we proudly employ more than 75 talented women in our social workshop in Kathmandu, Nepal.

We hope you will be part of our conscious journey for many years to come.

Thank you!

Sincerely Camilla Gullits  
Founder and Creative Director  
CARE BY ME

# About slow living

Welcome to our lifestyle brand – where simple living meets social luxury.

A slow, mindful, and more conscious way of living - that is the essence of CARE BY ME.

We believe that a life well-lived is one that is filled with love, presence, and beautiful, handmade products.

We believe in simple living and making more conscious choices that are better for our common planet and future generations.

We are passionate about creating a mindful space with contemplation and well-being in mind. A space for being present, taking care of yourself and sharing love with the world.

Our handmade products are not only classic, stylish, and functional, they are also a reflection of our commitment to a more sustainable way of living. We are inspired by our Nordic heritage, Danish design and love for Mother Nature and her raw elements. Elements that are all present in our surroundings and bring a natural, calm, color palette to our collection.

A long lasting collection meant to care for you and make you feel good – within yourself, at home and with the people you love.

At CARE BY ME, we believe that true luxury is about more than just material dreams.

We believe that it's about taking the time to slow down, being present and appreciate the simple things in life. Like for example spending time with loved ones, enjoying a slow cup of coffee in the morning, or swimming in the lake.

That's what makes our brand so special – we are not just selling products; we are selling a lifestyle that celebrates the things in life that truly matter.

Join us on a journey towards a more mindful and fulfilling life – one that celebrates the beauty of simplicity and the joy of shared love.



Hannah scarf  
Eline sweater  
Cinzia pants  
Calm throw  
Warm feet slippers

AUTUMN WINTER 2023



Hannah scarf  
Faith sweater  
Angelina cardigan  
Cinzia pants  
Soft feet socks  
Big lotus throw



Hannah scarf  
Faith sweater  
Angelina cardigan  
Cinzia pants  
Soft feet socks  
Big lotus throw  
Sussie handwarmers  
Freja cushion  
Frigg cushion

# ICON scarf

Our beautiful new ICON scarf is inspired by the talented and wonderful women who work for us in our social workshop in Kathmandu, Nepal.

There are 75 women each symbolized as our brand icon - some are very close to the brand, some are on their way off to new adventures and some on are on their way to us. No matter what, we wish to help the women develop professionally, enabling them to lead secure and fulfilling lives.



Icon scarf  
Caroline blouse



Hannah scarf  
Sussie handwarmers



Agnes cushion



Big lotus throw

## Recycled cashmere & wool

Incorporating skilled craftsmanship, respect for nature, and a conscientious mindset, we proudly present our collection of recycled cashmere and wool from Italy.

Each piece is a testament to our commitment to a more responsible and thoughtful way of living, exceptional craftsmanship and love for people and planet.

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

Our recycled cashmere is produced in Prato, a stunning Tuscany region in Italy that has been recycling cashmere for decades. Interestingly, the artisans did not start this practice because of environmental concerns, but rather due to poverty. These determined craftsmen would gather discarded sweaters and throws from wealthier families in northern Italy and upcycle the material to create new garments. As a result, they could offer their products at an affordable price point while generating a decent income.

We love the story behind our recycled materials. The cashmere could be your old favorite sweater and the wool could be the hat that season after season repeatedly warmed your ears. Materials, that have been carefully collected, transformed into small fibers, spun into the finest yarn, and woven into a new, conscious product, ready to embrace a new owner.





REUSE  
REDUCE  
RECYCLE





Sara scarf  
Lise poncho  
Josephine long sleeve t-shirt  
Josephine pants  
Warm feet slippers



Sara scarf  
Lise poncho  
Josephine long sleeve t-shirt



Sara scarf mini  
Maria cardigan



Maria cardigan  
Cinzia pants  
Warm feet slippers



Freja cushion  
Frigg cushion  
Agnes cushion



Susan throw  
Ellinor throw  
Big lotus throw  
Frigg cushion  
Agnes cushion  
Freja cushion  
Sara scarf  
Icon scarf  
Sara hat  
Sara scarf mini



Susan throw  
Ellinor throw





Helena cardigan  
Cinzia pants  
Frigg cushion  
Freja cushion  
Ellinor throw



Helena cardigan  
Beatrice top  
Cinzia pants

## Moments of pleasure

The feeling of freedom – the sound of the waves in the ocean – cold air that embraces your skin full of love.

Being outside with family and friends. Looking for mushrooms to make sure you can prepare the best meal ever and share it with each other - while having conversations about the most important things in life.

Looking at stars, holding hands and wishing while shooting stars covers the sky with gold and silver. Proving that Mother Earth is still our greatest artist.

To get inside in front of the fireplace sitting close to one you love. Time to enjoy life and share wonderful moments.

Moments of pleasure.



Herringbone throw  
Kamilla sweater  
Cornelia pants

# MODA TO BLACK

A classic, timeless, and powerful color that creates a sense of depth, elegance, and contrast to design.

The perfect match for our Danish design roots, which emphasize simplicity, minimalism, and functionality.

The graphic strength of black makes it a versatile hue that can be used in a variety of ways, from sleek and modern to traditional and classic aesthetic.



Eline sweater





Kamma sweater  
Cinzia pants

## Pure handmade cashmere

Crafted with exceptional finesse, handmade cashmere stands as one of the most luxurious and high-quality materials available. One of the main benefits of handmade cashmere is its unparalleled softness and warmth which is unmatched by any other natural fibre.

In addition to its luxurious feel, handmade cashmere has a lightweight and breathable composition, making it ideal for year-round wear.

Handmade cashmere also has unique properties that set it apart from machine-made cashmere.

Since each piece is made by hand, the attention to detail is unparalleled, resulting in a garment that is both durable and timeless.

Embracing traditional techniques, the finished product gets a unique, one-of-a-kind feel that cannot be replicated by modern manufacturing methods.

Furthermore, handmade cashmere is knitted without usage of electricity which makes the knitting process environmentally conscious. The only instance in which electricity is employed is during the linking and finishing stages of production.

Overall, the benefits of choosing handmade cashmere are clear:

- Incredible softness and warmth
- Unparalleled attention to detail
- Minimal electricity consumption



Sara hat  
Hannah scarf



Warm feet slippers

## 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.





Angelina cardigan  
Laura classic shirt  
Cinzia pants



Herringbone throw



Sara hat  
Hannah scarf  
Eline sweater  
Sussie handwarmers



## Let it snow

In winter's chill, the world turns white,  
As snowflakes fall throughout the night.  
A peaceful hush descends below,  
As frosty winds begin to blow.

The trees stand still, their branches bare,  
A tranquil scene, devoid of care.  
The snowflakes swirl in angel flight,  
Blanketing all in purest white.

As we embrace the winter's cold,  
We find a peace that can't be told.  
For in this moment, we behold,  
A beauty that's worth more than gold.

SPRING SUMMER 2024

# Lavender love

Did you know that to protect your precious cashmere and wool from moths, you can use lavender as a natural moth repellent in your wardrobe?

Place a scented sachet filled with dried lavender or a small tassel between your knitwear. The scent provides a pleasant aroma in the wardrobe, keeps your cashmere fragrant and fresh and ensures that other voracious insects stay away.

Cashmere is a luxurious and worthy investment, but the proper care of your beloved cashmere pieces, will make them last a lifetime.

Cashmere from CARE BY ME is made with love, made to be loved and made to last. Season after season, year after year, generation after generation.



Chuck sweater  
Laura skirt long



Christine t-shirt  
Laura skirt long



Beatrice top  
Laura shorts





Endless summer



Laura tie top  
Laura pants classic



Beach bag tote

# Materials

Natural, high-quality materials are an essential component of more conscious and ethical design.

Our timeless pieces are crafted with love from pure materials such as cashmere, wool, GOTS-certified organic cotton, linen, and silk. These materials provide a softness and durability that is unparalleled, while also having a minimal environmental impact.

By selecting these materials, we can create long-lasting and functional pieces that are both environmentally conscious and socially responsible.

Beautiful and beloved pieces that can be passed on from one generation to the next.

Love to people and planet.



Christine t-shirt  
Laura skirt long  
Sun hat lace





The bedroom is your private space.

Wake up quietly, feel how your body and mind are doing and give yourself a few minutes to get out of bed and get ready for a new day.

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

At CARE BY ME, we love 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, and fresh air.

Sweet dreams.

Dream bedding

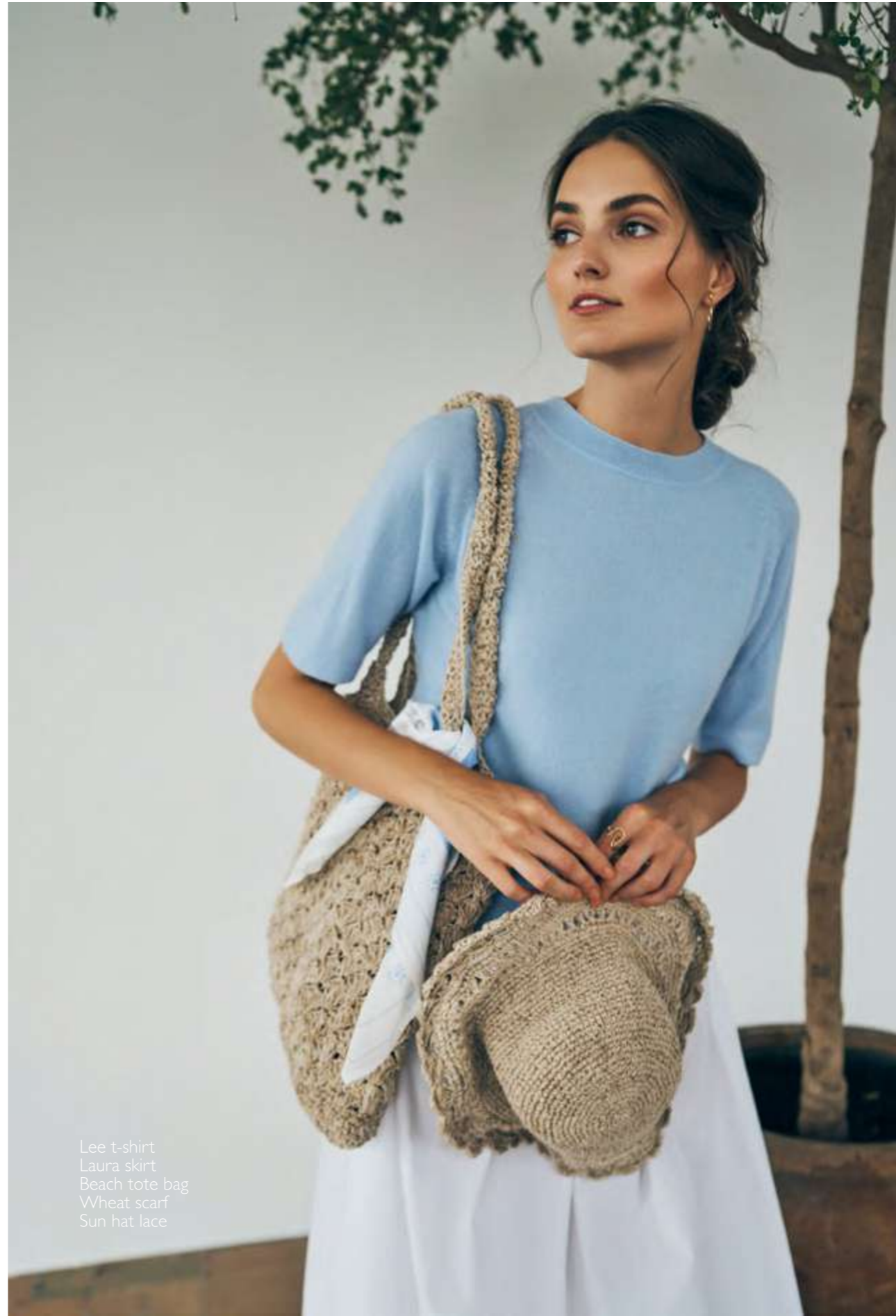


Laura skirt long  
Dream bedding





Anastasia t-shirt  
Laura pants casual



Lee t-shirt  
Laura skirt  
Beach tote bag  
Wheat scarf  
Sun hat lace

## Organic cotton

· where sustainability  
meets softness ·

Choosing organic means  
choosing a better future  
for both people & planet

· one step at a time ·





Laura classic shirt  
Laura pants casual





Sun hat lace  
Laura tie top  
Laura skirt long  
Waste quilt



Laura classic shirt  
Cecilie pants  
Beach bag  
Wheat scarf



Cecilie shirt



Cecilie shirt  
Laura shorts  
Beach bag stripe



Laura bell dress  
Holly cardigan



## The new luxury has heart

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 social sustainable and this way contributes to more equality in the world.

Share love.



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