



**CARE BY ME**

Social luxury



Camilla Gullits - Founder, Partner & Creative director  
Pernille Pold - Partner & Commercial director

Empowering women  
in their journey  
towards a better life



# Our story

CARE BY ME is a Danish brand that crafts beautiful clothing and home accessories, blending timeless design, high-quality materials, and responsible production. Our exclusive creations, merging Danish design heritage with exceptional craftsmanship, are sold all over the world.

Rooted in passion, we celebrate the artistry of handmade cashmere, brought to life by the talented women in our workshops in Nepal. Every creation reflects our dedication to quality, as we passionately strive to bring the utmost beauty and craftsmanship to life in each long-lasting design.

Our relationships in Nepal, where our social sustainable journey began in 2012, have blossomed into deeply personal bonds. Today, we proudly employ more than 75 talented women, working daily to make a positive impact on those less fortunate in developing countries.

Recently, Pernille and I visited our workshops in Nepal, and it was a profoundly touching and rewarding experience. With our own eyes, we witnessed the positive development of the women and their families. I had the opportunity to talk to one of the girls I clearly remember. She was only 10 years old when she first arrived at the workshop, with nothing but unfortunate experiences that no child should go through. Today, at 15, she has grown into a young woman connected to the workshop, creating her own way of life - and it is amazing to see. And she is not the only one. We are truly making a difference, and visits like these inspire us to work even harder, knowing that it truly matters.

Founded, owned, and run by women, CARE BY ME is committed to responsible business practices with utmost respect and care for everyone involved. By empowering women, we contribute to securing their future, enabling them to provide for their families, ensuring their children's education, and offering a more secure life.

Sincerely Camilla Gullits  
Founder and Creative Director







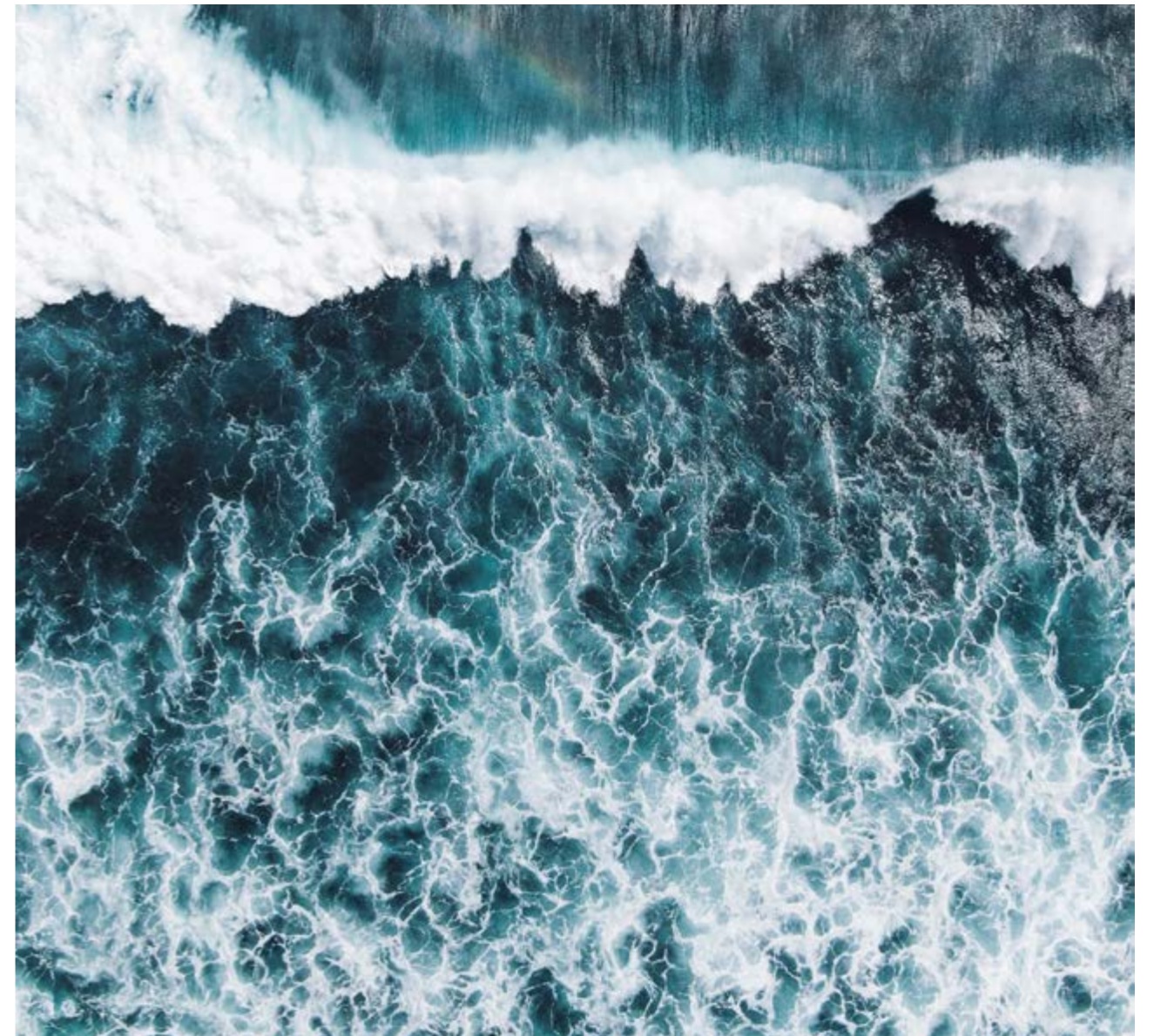
# Introducing MEA

Introducing MEA, a love letter to the ocean.

MEA draws inspiration from the captivating Nordic storms, translating their essence into a simple sailor pattern knit.

This series celebrates the art of knitting by seamlessly blending traditional craftsmanship with contemporary design. With the timeless elegance of the sailor pattern, MEA pieces effortlessly complement any occasion.

Featuring chunky sweaters and soft accessories, MEA knitwear combines functionality with sophistication, ensuring you stay comfortably stylish, no matter the weather.



MEA sweater





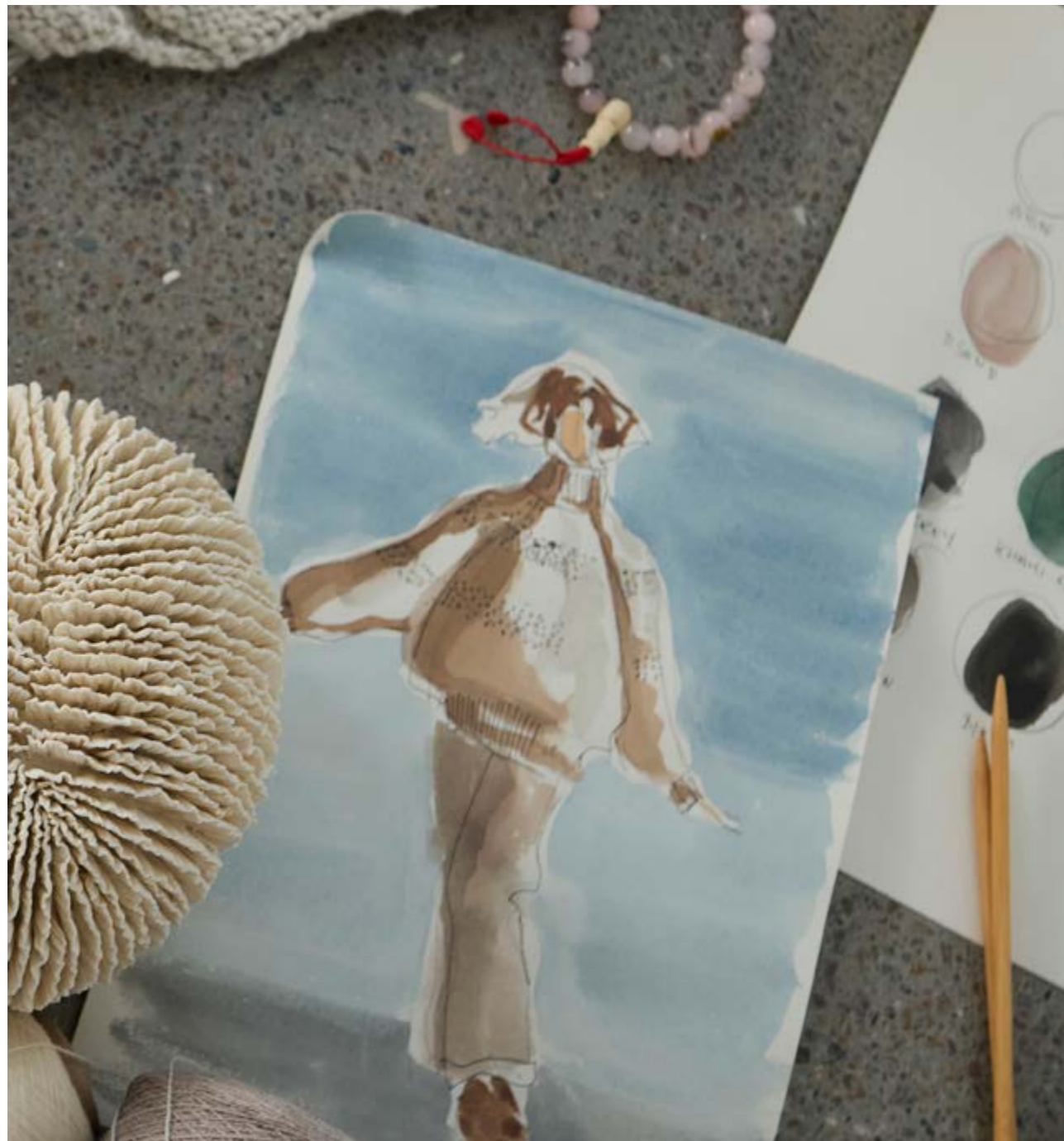
MEA sweater  
CELINE pants  
BIG LOTUS throw



MEA sweater  
CELINE pants  
BIG LOTUS throw  
LAURA shopping bag



MEA knitwear  
combines functionality  
with sophistication



MEA sweater  
MEA scarf  
MEA hat  
MEA hand warmers





KARL sweater  
LAURA shopping bag  
BIG LOTUS throw  
CHRIS pants  
SOFT FEET socks



SARA hat  
SARA scarf  
NICOLAI sweater





HANNAH scarf  
MADELINE cardigan  
CORNELIA pants  
CHRISTINA throw  
WARM FEET slippers



MARIA scarf  
MARIA hand warmers  
REBECCA blouse





# Craftsmanship

We treasure great craftsmanship, and we are amazed to see what hands can do - whether young or old.

In our world there is something special about the sound of needles clicking together while knitting by hand or the sound of the sledge from a weave going forward and backward creating the most beautiful textiles.

Our talented women in Kathmandu bring hand-knitted craftsmanship to life, making more than just beautiful pieces - it's a journey of empowerment and positive change.

Each piece carries so many stories. Stories that were told by the women crafting them. Stories of empowered women, now providing for themselves and their families.

But also, our story, a commitment to quality, real craftsmanship, and social responsibility, improving lives and creating beautiful products meant last a lifetime.







MEA hat  
MEA hand warmers  
ANNABELLA scarf  
ANGELINA cardigan



MEA neck warmer  
ANGELINA cardigan  
LAURA shopping bag





MARIA hat  
MARIA scarf  
MARIA hand warmers  
MARIA cardigan



MARIA scarf  
MARIA hand warmers  
MARIA cardigan  
CELINE pants



Whispers from the North  
Autumn Winter 2024

”In the stillness of the North,  
nature embraces the soil,  
and a serene peace settles  
over the landscape.

A moment frozen in time,  
where the whispers of  
snowflakes dance in the crisp air,  
and the world revels in the tranquility  
of this ethereal season.”







MARIA vest  
LAURA classic shirt  
CELINE pants  
ELLINOR throw







# Mindful moments

WARM FEET slippers  
SUSAN throw





VIVIENNE long shirt  
VIVIENNE pants  
WARM FEET slippers

Your bedroom, a haven of serenity.

Begin your day gently, sensing the well-being of your body and mind as you rise quietly. Almost everything feels brighter after a restful night's sleep, and our wish is to provide just that. Sleep is essential for our well-being, regeneration, and healing, and in fact a good night's sleep is just as important to our well-being as healthy eating and exercise.

Our beautiful sleep collection consists of pillows and duvet covers in calm, natural colors perfectly matching our comfortable Vivienne series of soft nightwear. All made from GOTS-certified organic cotton and free from harmful chemicals.

Add our cozy cashmere socks, lots of love, and a peaceful mind.

Sweet dreams.



VIVIENNE long shirt  
VIVIENNE pants  
VERONICA bedding  
BIG LOTUS throw  
KLARA cushion  
FRIGG cushion  
ELLINOR cushion





VIVIENNE pants  
VERONICA bedding  
FREJA throw  
SOFT FEET socks



VIVIENNE long shirt  
VIVIENNE pants  
VERONICA bedding  
BIG LOTUS throw  
KLARA cushion  
ELLINOR cushion  
FRIGG cushion  
FREJA cushion  
SNOW DROP rug





SARA scarf  
CHRIS hoodie



HOLLY cardigan  
KARL sweater  
CHRIS pants





BEATRICE dress  
LAURA shopping bag  
BIG LOTUS throw  
SOFT FEET socks







HOLLY cardigan  
ICON scarf



AVA t-shirt  
CELINE pants





HOLLY cardigan  
BEATRICE dress





KAMMA sweater  
SARA scarf mini



BABETTE t-shirt  
CINZIA pants  
WARM FEET slippers





HANNAH scarf  
MADELINE cardigan  
INGRID top  
CORNELIA pants



INGRID top  
MADELINE cardigan  
CORNELIA pants  
WARM FEET slippers





ANASTASIA t-shirt  
CINZIA pants



ANASTASIA t-shirt  
CINZIA pants  
ELLINOR throw  
WARM FEET slippers





HANNE turtleneck  
CINZIA pants  
WARM FEET slippers



HANNE turtleneck  
VIVIENNE pants



# Recycled

Blending expert craftsmanship, a love for nature, and a mindful approach, our recycled cashmere and wool collection from Italy reflects our commitment to more mindful living and exceptional artistry.

Crafted in Prato, Tuscany, renowned for recycling cashmere, these materials carry a unique story, stemming from times when skilled artisans transformed old sweaters into new treasures, ensuring affordability and supporting their lives. Each piece in our collection encapsulates this rich heritage, seamlessly blending sustainable practices and Nordic design with Italian craftsmanship.

We love the story woven into our recycled materials. The cashmere might have once been your cherished old sweater, and the wool could be from the hat that warmed your ears season after season. Collected, transformed, spun, and woven with care, these materials are reborn into conscious products ready to embrace a new chapter with a new owner.



BIG LOTUS throw



BIG LOTUS throw





BIG LOTUS throw







CALM throw











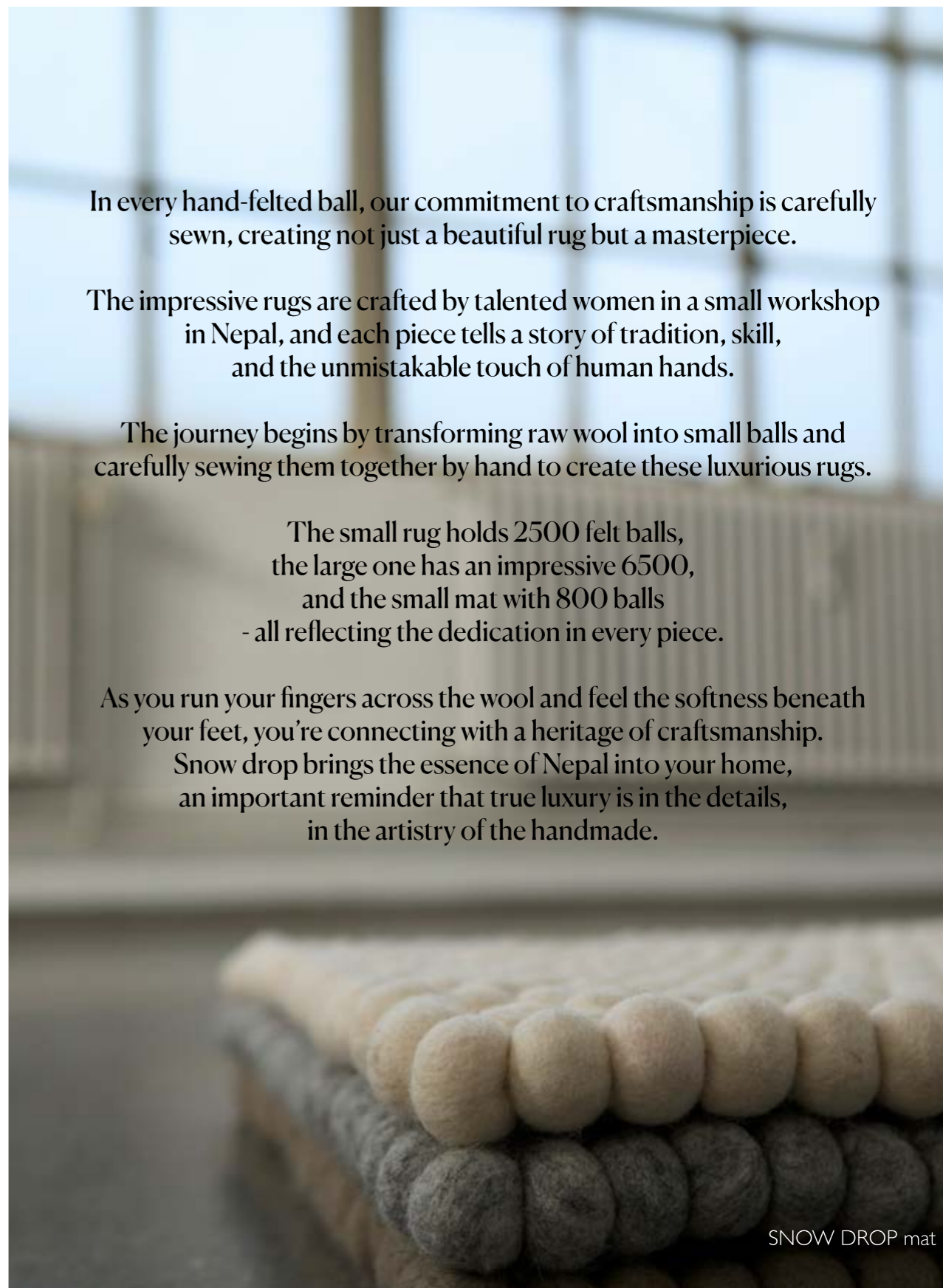
In every hand-felted ball, our commitment to craftsmanship is carefully sewn, creating not just a beautiful rug but a masterpiece.

The impressive rugs are crafted by talented women in a small workshop in Nepal, and each piece tells a story of tradition, skill, and the unmistakable touch of human hands.

The journey begins by transforming raw wool into small balls and carefully sewing them together by hand to create these luxurious rugs.

The small rug holds 2500 felt balls, the large one has an impressive 6500, and the small mat with 800 balls - all reflecting the dedication in every piece.

As you run your fingers across the wool and feel the softness beneath your feet, you're connecting with a heritage of craftsmanship. Snow drop brings the essence of Nepal into your home, an important reminder that true luxury is in the details, in the artistry of the handmade.



SNOW DROP mat



# Chloe & Chris - a love story

Step into a world where style meets comfort. Where soft slow wear meets a touch of cool elegance, blending the luxury of cashmere with the comfort of cotton.

Each piece is designed to complement the modern lifestyle and tells a story of understated elegance for the classic and timeless wardrobe.

Luxurious comfort is more than a trend; it's a way of life.

Our Chloe and Chris slow wear collections perfectly capture this thought, allowing you to embrace the beauty of a slower, more thoughtful approach to fashion.

Comfy feel, classic looks, and careful craftsmanship.

For women, Chloe includes a stylish blouse, a cozy hoodie and casual pants. Meanwhile, the Chris collection for men features a comfy t-shirt, a cool hoodie and versatile pants, seamlessly blending luxury with comfort.



CHRIS hoodie  
CHRIS pants  
SOFT FEET socks  
CHLOE hoodie  
CHLOE pants





CHRIS hoodie  
CHRIS pants  
SOFT FEET socks  
BIG LOTUS throw



CHLOE hoodie  
CHLOE pants  
SOFT FEET socks  
HOLLY cardigan





CHRIS hoodie  
CHRIS pants  
CHLOE hoodie  
CHLOE pants



Let it snow



# Upcycling

Presenting our latest sustainable initiative: CARE BY: RECYCLING – from waste to wonders. Unique creations born from our customers' beloved CARE BY ME products.

At CARE BY ME, we are on a mission to create beautiful, long-lasting designs based on love and skilled craftsmanship, all while making a positive impact for both people and the planet.

Our goal is to inspire to more sustainable lifestyles and textile production, minimizing waste that would otherwise end up in landfills.

This commitment reflects our responsible approach to minimizing the environmental footprint of our brand.

In line with these principles, we proudly introduce our innovative project, challenging conventional views on old products by turning waste into beautiful new wonders.

Customers contribute to this sustainable journey by returning their old CARE BY ME products and receiving a discount on their next purchase.

CARE BY ME collects and responsibly manages old items through recycling or upcycling. Recycled pieces are crafted in Italy, while upcycled creations are made in Denmark.

Together, let's weave a more sustainable future, one recycled thread at a time.





# Materials

Our commitment to thoughtful and ethical design begins with the selection of natural, premium materials.

Each of our timeless pieces is crafted with care using pure materials like cashmere, wool, GOTS-certified organic cotton, linen, silk, and recycled cashmere/wool.

These materials provide unmatched softness and durability with minimal impact on the environment. Choosing these elements allows us to produce long-lasting, functional pieces that uphold both environmental and social responsibility.

Cherished pieces that are intended to be passed down through generations - a symbol of our love for both people and the planet.







LUCCA poncho  
CINZIA pants  
WARM FEET slippers



# Nepal

In the heart of the Himalayas, Nepal holds a special place in our hearts.

Inspired by its breathtaking landscapes, kindhearted people, and rich traditions, we celebrate the artistry and empowerment of Nepalese women through our designs.

Every stitch carries a story of empowerment, a testament to the skill and dedication of Nepalese women. Our love for Nepal goes beyond threads, contributing to positive change, preserving traditions, uplifting communities, and weaving a future where craftsmanship becomes a source for positive transformation.

It was in Nepal our journey began, driven by Camilla's passion for both women empowerment and the love of true craftsmanship. She dreamed of a project that would enhance the living conditions for the women we work with and bring joy to those who embrace our designs – a vision that has been successfully fulfilled and is evolving day by day.

Today, we proudly employ more than 75 women in our workshops.





# CARE BY ME

Social luxury

## CREDITS:

Art director: Camilla Gullits Photo: Henrik Adamsen Makeup: Maria Wahlin Creative assistant: Maria Saabye  
Models: Astrid Carlsen, Amalie Vilhelmine, Kristoffer Oftebro