



*Spring Summer 2020*

**CARE BY ME**

*a nordic mindful way of life*



*Smile. Love. Live.*

We are entering a new decade and we believe that the world is in more need of love than ever before. We want to embrace people and earth. We want to smile. We wish to share love. And we insist on celebrating life.

In our 2020 collection we continue our journey towards true and beautiful craftsmanship. We introduce you to unique sweaters knitted by hand and handwoven scarves made in the finest hand-spun pure cashmere. Amongst other wonderful news you will also find the most exclusive scarves in felted cashmere – yes...felted. This means that it is first knitted on our old-fashioned handknitting machine, without use of electricity, then felted by hand.

We are happy to witness the growing number of people who care about sustainability – both in regard to our environment and to the people who make our products. When we started CARE BY ME many questioned why it was so important for us to have sustainability as a core part of our brand DNA – now they understand. Every day we see more and more people working for a better world. We are so grateful to be a part of this movement – and we are so grateful that you trust us as a partner in this important matter.

We aim to make long-lasting products that you will love - forever.

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Joy sweater in pure cashmere and Lina pants in organic cotton poplin



Chuck sweater in pure lace knit cashmere



Roberta sweater in pure lace knit cashmere

# Introducing new styles for SS 2020

Our Spring Summer 2020 news includes a number of new, lighter cashmere sweaters, also cashmere in combination with silk, and silk in combination with cotton. All to meet warm days in the most suitable materials.

CAROLINE and COCO are made in silk and cotton and are classic styles to fit into any dream wardrobe. CAROLINE has a very nice lace knitting and buttons in the back.

The CHUCK sweater has lace knitting and the fit is casual and modern - it is made in pure cashmere.

AMARA and AMY are made in 75% cashmere and 25% silk - the yarn has been brushed a bit - and we have never felt anything as soft as this quality. AMARA is an oversized V-neck sweater and AMY is a classic round-neck cardigan.

ROBERTA sweater is a casual, loose-fitting sweater with a raw neckline and a minimalistic lace knit. ROBERTA is made in pure cashmere.

The JOY sweater is made in pure cashmere and is, like the CAROLINE sweater, knitted with a beautiful lace knitting and buttons in the back.

Our VANESSA poncho in wool and cashmere has a beautiful turtleneck with a cable knit pattern.

EVE skirt is made in pure silk and fits very well with all our tops.



Coco blouse in silk and cotton  
Eve skirt in silk



Caroline blouse in silk and cotton





Amara sweater in cashmere and silk  
- so light and super soft



Amy sweater with beautiful mother of pearl  
buttons



Chuck sweater and a lot of flowers



Vanessa poncho in wool and cashmere

# *Sunil sweater - knitted by hand*

We are very pleased to introduce our first sweater knitted on needles by hand in mohair and wool. Meet SUNIL.

The shape is like a bell with a beautiful yoke knitted in half fisherman's rib followed by a plain knit at the bottom and a rib knit at the neckline.

We have seen this kind of shape several places in the past year – but every time we found it too long, too fluffy, or too fragile – now we have made our own and we think it's just perfect – we hope you do too!

The sweater is knitted on size 10 needles and it takes around 3 days to knit it. Then it is steamed, linked together, and packed with love to you.

The labeling in our handknit sweaters is rougher than on our fine cashmere products – this adds a more modern and 'crafted look'.

## COLORS:



White



Powder



Dusty blue



Black









*I think it will be truly glorious  
when women become real people and  
have the whole world open to them.*

-

1921 - Karen Blixen - Danish author  
(pen names: Isak Dinesen / Tania Blixen / Osceola / Pierre Andrézel)

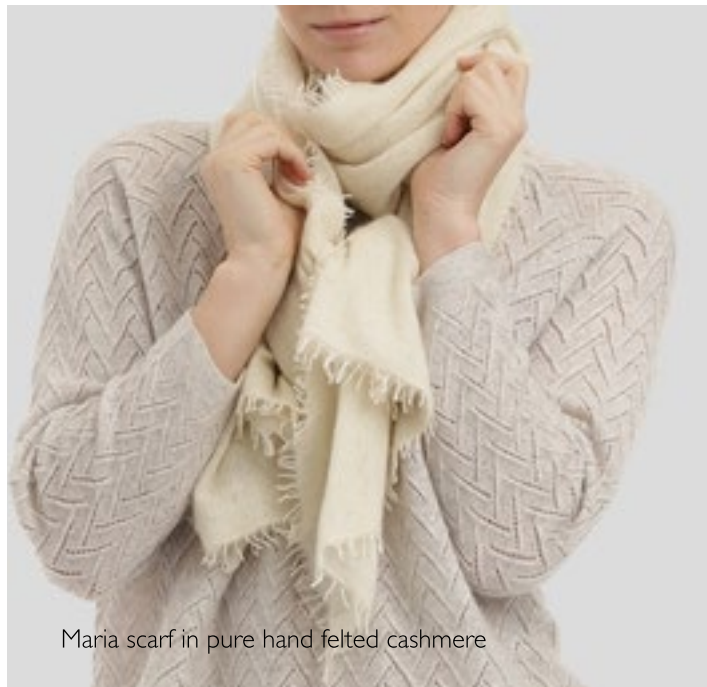


# Scarves in pure cashmere

IDA scarf is woven (not knitted) in pure cashmere and then felted by hand. It comes in two stripes: Black & White and Light Grey & White. The scarf is very light and can even be used indoors when it's cold.

MARIA scarf is knitted on an old fashioned knitting machine, without use of electricity, then is felted by hand. This treatment gives the scarf a unique feel and look. And no two scarves will be the same. All around the edges of the scarf we have small handmade fringes - they give the scarf a modern look and an added touch of texture. MARIA comes in two sizes.

SPUN scarf is woven in pure cashmere that is hand spun. The fact that it is spun by hand makes the thread uneven and this detail gives the scarf a unique and very beautiful finish.



Maria scarf in pure hand felted cashmere



Ida scarf in pure cashmere



Spun - pure hand spun cashmere



# Veronica & Vivienne



Our homewear collection VIVIENNE and our bedding VERONICA will be available in White and White & Light grey stripe.

The dark grey color has been changed to be more dark.

We have also included a new long shirt and a top - and the fit of the pants has been improved.

## COLORS:



White



Light grey



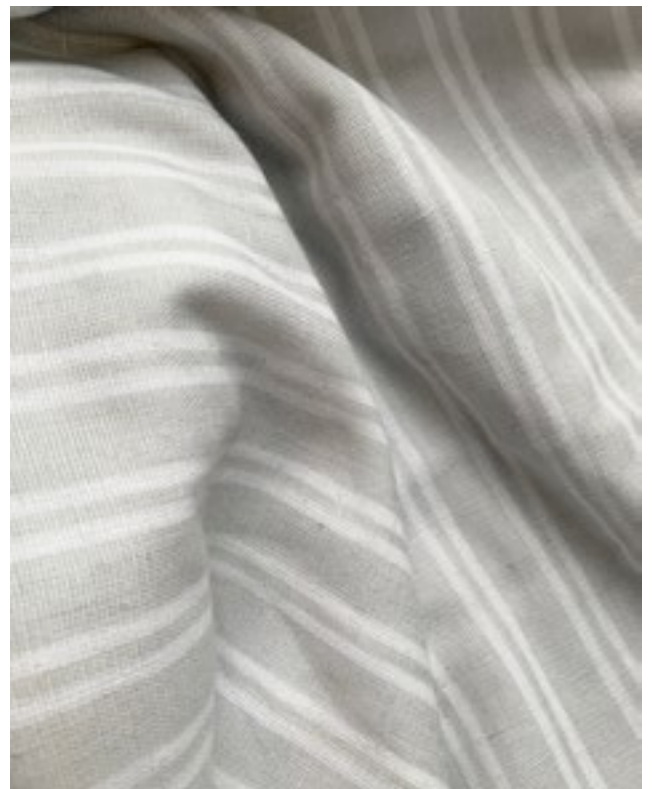
Powder



Dark grey



White/Light grey





# Lina - new poplin series



Long nights, warm days - lots of joy relaxing at your summerhouse or on a vacation. Our new poplin series reminds us of all the best things about summer and the garments can be worn both night and day.

LINA is the most crisp and delicate poplin that you can use as relaxing homewear and also for your bedroom with matching bedding.

The LINA series is made in India in GOTS certified organic cotton. The quality is light and crispy.

The series contains shorts, top, long shirt, very long shirt, pants, duvet cover and pillow covers.

LINA will come in 3 color variants:  
White, Dark grey and a White/Dusty green stripe

## COLORS:



White



Dark grey



White/Dusty green







# CBM København

We have extended the small mens collection with a few essential styles.

A long sleeve t-shirt in cashmere, wool and silk, and the color Black in the KRISTIAN t-shirt.

The new long sleeve t-shirt is named AUGUST and comes in the colors: Light grey, Dark grey, Dark blue and Black.



## COLORS:



Light grey



Dark grey



Dark blue



Black



# *New colors on existing styles*

A number of existing styles have had new colors added.

All MYNTE series will also be available in Black.

THESSA will come in Khaki green.

SUSAN throw will come in two new colors: Light grey and Nature.

WASTE QUILT will come in Khaki green.

SNOW DROP felt mats will also come in Nature.

HANNAH, SARA, and CHRISTINA will all come in Ocean blue and Mahogany brown, which means these products will now come in eighteen amazing colors.

KRISTIAN t-shirt will also be available in Black.

VIVIENNE and VERONICA will be available in new White/Light grey stripe and new Dark grey color.









NP-500-1250/70-175

Caroline blouse

50:50 silk:cotton

S-M-L



NP-380-950/54-135

Coco blouse

50:50 silk:cotton

S-M-L



NP-1000-2500/138-345

Chuck blouse

100% cashmere

S-M-L



NP-1000-2500/138-345

Roberta blouse

100% cashmere

S-M-L



NP-800-2000/112-279

Joy sweater

100% cashmere

S-M-L



NP-880-2200/118-295

Amara sweater

75:25 cashmere:silk

S-M-L



NP-880-2200/118-295

Amy cardigan

75:25 cashmere:silk

S-M-L



NP-1300-3250/174-435

Sunil handknit sweater

50:50 mohair:wool

1 & 2



NP-1000-2500/138-345

Vanessa poncho

80:20 wool:cashmere

OS



NP-160-400/22-55

Soft feet

20:80 wool:cashmere / 15% lycra

1-2



NP-600-1500/85-212

Eve skirt

100% silk

1-2



NP-440-1100/62-155

August shirt

70:20:10 silk:wool:cashmere

S-M-L-XL





NP-1000-2500/138-345

Maria scarf large  
100% cashmere  
60x200 cm



NP-500-1250/70/175

Maria scarf small  
100% cashmere  
30x160 cm



NP-740-1850/102-255

Ida  
100% cashmere  
60x200 cm



NP-1000-2500/138-345

Spun scarf  
100% cashmere  
52x210 cm



IN-400-1000/54-135

Lina very long shirt  
100% organic cotton poplin  
S-M-L



IN-300-750/40-100

Lina long shirt  
100% organic cotton poplin  
S-M-L



IN-240-600/34-85

Lina long pants  
100% organic cotton poplin  
S-M-L



IN-160-400/22-55

Lina shorts  
100% organic cotton poplin  
S-M-L



IN-160-400/22-55

Lina top  
100% organic cotton poplin  
OS



IN-300-750/40-100

Lina duvet cover  
100% organic cotton poplin  
140x200 cm



IN-320-800/44-109

Lina duvet cover  
100% organic cotton poplin  
140x220 cm



IN-100-250, 140-350/  
14-35, 20-49

Lina pillow cover  
100% organic cotton poplin  
60x63, 80x80 cm





IN-300-750/40-100  
Vivienne long shirt  
100% organic cotton gauze  
S-M-L



IN-160-400/22-55  
Vivienne top  
100% organic cotton gauze  
OS



NP-150-375/22-55  
Hang  
100% linen  
OS



# Credits & Contacts

Photo: Camilla Gullits  
Models: Amalie Vilhelmine , Frederik Ernst, Mathilde Maxine  
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CARE BY ME  
Rentemestervej 62, 2  
2400 Copenhagen NV  
Denmark  
DK32835635

Sales  
Pernille Pold  
+45 9155 6695  
pp@carebyme.dk

Creative  
Camilla Gullits  
+45 3132 7959  
cg@carebyme.dk

[www.carebyme.com](http://www.carebyme.com)  
SoMe: #carebyme



SILVER

PurePrint® by KLS





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