



Together

**CARE BY ME**

*Social luxury*



# our story

## Our mission

CARE BY ME wishes to provide unique and sustainable products to the world by combining the craftsmanship of handmade textiles in developing countries with Nordic design, excellent production methods, high quality and extraordinary materials.

By doing this we aim to make long lasting products that our customers will love - forever.

The UN's global compact principles provide our guiding star and The Global Organic Textile Standards (GOTS) establishes our ethical benchmark.

The style embraces Nordic minimalism, created by Danish designer Camilla Gullits. Classic and timeless - embodying comfort in colors that reflect nature.

In Nepal, people have always worked with textile. Handmade textile is a large part of the national economy. The materials come from cashmere goats and sheep and are either knitted or woven in the area around Kathmandu. This is where CARE BY ME cooperates with small workshops that use these materials and teach women the ancient crafts.

In Kathmandu, electricity is limited and sporadically available, which is why the CARE BY ME products are produced either on manual hand-knitting machines or on needles by hand. We only use electricity to do the linking of garments. Our knitted products from Nepal are certified handmade.

The focus is on empowering women, helping them to secure their future. With this knowledge, they can feed their families, ensure their children's education, and provide a safe life.

CARE BY ME produces GOTS certified organic cotton in India. Our partner in India is both GOTS and Fairtrade certified. Whereas, in Nepal we are primarily focused on the social and financial sustainability aspect of production, we have included environmental sustainability in India as well.

CARE BY ME is a company owned and operated by women that designs exclusive products to embrace people in our part of the world, at the same time as they empower women in developing countries.

## About us

The CARE BY ME brand was founded in 2012 by Danish designer, Camilla Gullits. It was her goal to produce a line of clothing and home goods that would be developed in a socially responsible manner at the same time as helping women in developing countries.

Camilla is educated at The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation. After having had her own consultancy agency for several years, Camilla decided to get back to her design roots – and to help others.

At inception, CARE BY ME received assistance from the Danish government, utilizing their Danida programme. After meeting stringent criteria, the government of Denmark provides support to companies like CARE BY ME that are doing business in developing countries and that have a special focus on women and gender equality.

Today, Camilla is the Creative Director at CARE BY ME.

In 2017, Camilla invited Pernille Pold to join CARE BY ME, as a Partner and Commercial Director. Pernille's extensive international experience has helped her to establish CARE BY ME internationally. CARE BY ME has developed a solid foothold in the European markets and has recently launched in Asia, South Pacific and the Americas.

# CARE BY ME

*Social luxury*

# design philosophy

When we talk design at CARE BY ME, we have core demands. Demands of long lasting designs, the best materials available, and containing only necessary elements. We are very proud of our Danish design heritage and we try to unite this with contemporary design and great craftsmanship.

## Long lasting design

The style and shape must be something you would consider wearing now and 10 years hence. Of course, most women like to freshen their wardrobe up sometimes, but we believe that our designs are those that you may put away for a while and then want to bring out again and love once more.

## The best material available

Wherever we work, we choose the highest quality of local products to the furthest extent. We only choose the best quality of materials. For cashmere, this would be grade A quality. For cotton, it is only GOTS certified, and working with Gauze, cotton poplin and spun cotton. For wool, we work with GOTS certified wool in India and pure sheep wool in Nepal. CARE BY ME will never work with materials that do not naturally occur, unless it is recycled and therefore sustainable and environmentally friendly.

## Our design heritage

Chic minimalism, functional, timeless, simplistic, high quality. Danish design, whether it is furniture or clothing, is known all over the world for its clean, simple lines, great materials and classic creations that never go out of style. On a larger scale, the recent design boom in Copenhagen is inspired by light, water, open spaces and sustainability.

Originally, Danish design was a product of the 1950s. The post-war period experienced a lack of materials, and therefore durability and high quality was in demand. Design in this period was thus characterized by simple design, functionality and minimalism. Danish design is simply made for living.

Some of the most prominent Danish designers from the mid-century period, Georg Jensen, Hans J. Wegner, Finn Juhl and Arne Jacobsen, just to name a few, all made Danish design popular on an international scale.

Today's designers are still inspired by elements of the Danish design classics of the post-war era. Camilla, the founder of CARE BY ME, is educated at the Royal Academy of Fine Arts, Design and Architecture. In her first years of school she found inspiration in architecture from both Danish and foreign architects. She made fashion collections with the inspiration from Carlo Scarpa, Mogens Lassen and Paladio. Today she still finds her inspiration in architecture, but also from nature, culture and arts.

## Great Craftsmanship

We treasure great craftsmanship. In our world there's nothing better than the sound of needles clicking together while knitting by hand or the sound of the sledge from a loom going forward and backward creating the most beautiful textile. We are amazed to see what hands can do - young hands or old hands - all creating beautiful garments for the joy of others.

When we work in a country, we cherish their craftsmanship traditions and perhaps we help to refine the design or production processes, but ultimately we strive to help keep old traditions alive.



SUN hat  
Lina dress



# living

At CARE BY ME we wish to bring sustainability into your everyday life without compromising on style, quality and real craftsmanship.

Discover our lovely collection of luxurious, soft and sustainable interior in a beautiful and natural color palette for your home  
- Danish design made with love from Nepal and India.

We have a wide selection of beautiful and decorative pillows, throws, bedspreads and handmade zero waste rugs made from leftovers from our production. All ethically made of the best natural materials such as high-quality cashmere, soft wool, linen and GOTS certified organic cotton.





Frigg cushion  
Comfortable cushion  
Susan throw  
Snowdrop rug



# *christina throw pure cashmere*



This throw in pure cashmere is knitted in Nepal on an old-fashioned knitting machine – without use of electricity.

The cashmere fibers are very well kept, as this way of manufacturing is gentle to the cashmere and maintains its softness. CHRISTINA is made out of the best quality cashmere you can get.

The pure cashmere gives a very light feeling when wrapped in this throw.

CHRISTINA was the very first product launched at CARE BY ME. Additionally we also make Christina throws in special colors if you order more than 6 pcs.

# freja & frigg - knitted by hand

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.



Baby Freja



Freja throw  
Handmade exclusive box for  
CARE BY ME cashmere throws

# *herringbone cashmere throw*

The HERRINGBONE throw is a lightweight, classic throw done in the herringbone weave with hand-rolled fringes. It is made on a semi-automatic loom in our workshop in Kathmandu.



Herringbone throw



# Throws in pure wool

The SUSAN, CHARLOT and SOLENE woolen throws are of an extraordinarily soft quality wool. They all have the houndstooth weaving pattern, which gives them an exclusive and elegant expression.



Charlot throw



Susan throw

# north cable



The NORTH CABLE Collection, made in 100% organic cotton, combines the minimalistic Nordic look from pearl knit with the more decorative expression from cable knit as a border feature. The result is outstanding and elegant. Traditional components with a modern twist.



North cable series



# stripe



The STRIPE Collection, made in 100% organic cotton, has a simple yet elegant design. With the two layer knit you feel embraced when wrapping it around you. The visual expression is different on each side. The pillow covers are reversible, so it is up to you whether you want the pillow to be showing light or dark - you can easily change it whenever you feel like it.



Stripe series

# Tube



The TUBE pillows made in 100% organic cotton are firstly knitted as a ribbon on an automatic knitting machine. Afterwards the knitted ribbon is used like yarn and knitted by hand on needles.

The TUBE pillows add a relaxing touch that makes you smile. Another great new design texture for your decor.



Tube pillow  
Freja throw  
North cable throw  
Susan throw  
Klara cushion  
Solene throw  
Freja cushions  
Frigg cushion





# snow drop

The SNOW DROP rug and mat is made by hand in pure wool in a small workshop in Nepal.

Each ball is felted by hand, and carefully sewn together turning them into a beautiful rug. An impressive piece of hand work - especially considering that the small mat contains over 700 felt-balls.

The beautiful rug is immensely soft and your feet will love you for adding it to your home. The SNOW DROP rug comes in different sizes and colors, and the soft rug will fit into most corners of your home. It will be a minimalistic, Nordic and elegant touch to your home decor.



# waste quilt

When Pernille was in Kathmandu in the autumn of 2018, she quickly realized that all the cuttings from our exclusive materials from the knitting machines were going to waste and should be used for something. She wondered if we could reuse these in a new product.

After several tests with different weight and cover qualities, we made WASTE QUILT in 100% pure linen as cover and stuffed with leftovers from production including our lovely wool, cashmere and silk bits - the standard size is 140x220 cm. If you order more than 10 pieces, you can customize your own size.





# care products

Our CARE Collection helps you minimize the harmful use of resources when cleaning and taking care of your CARE BY ME garments and home goods. With the right care, your products will last longer! We hope you will love them forever.



Dryer balls



Cashmere comb



Soap nuts

# zero waste care products



About 20 million pounds of makeup wipes are used worldwide in a single day. That's not only really bad for our environment, but it's also a lot of money to spend on something that literally gets thrown in the trash.

Therefore, we are so proud about our collection of care products. The PURE collection is primarily made out of waste fabric from our GOTS certified, organic cotton production. Waste that would have otherwise been trash - made into products with a powerful statement.







Reusable make-up removal pads  
An eco-friendly alternative  
Reduces your daily waste  
Gentle and kind for all skin types  
100% organic cotton - free from  
toxins

Zero waste care products

# 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, so that our hand knit items are actually 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.

## Organic cotton

There are a number of 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).

### Factory conditions are better

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

*raw cashmere*





*sweet dreams*







Lina bedding

# Veronica & Vivienne



VERONICA and VIVIENNE are made in 100% Organic Cotton – gauze weaving – the quality and design are classic Nordic.

VERONICA duvet is closed with seashell buttons, and the pillow covers are closed with overlap.

VIVIENNE sleepwear is light and feminine, can be used for sleeping and some also use it as day wear.

The cotton quality is the softest cotton we have ever felt, due to the thin weaving and double layer fabric.



Vivienne dress  
Vivienne pants

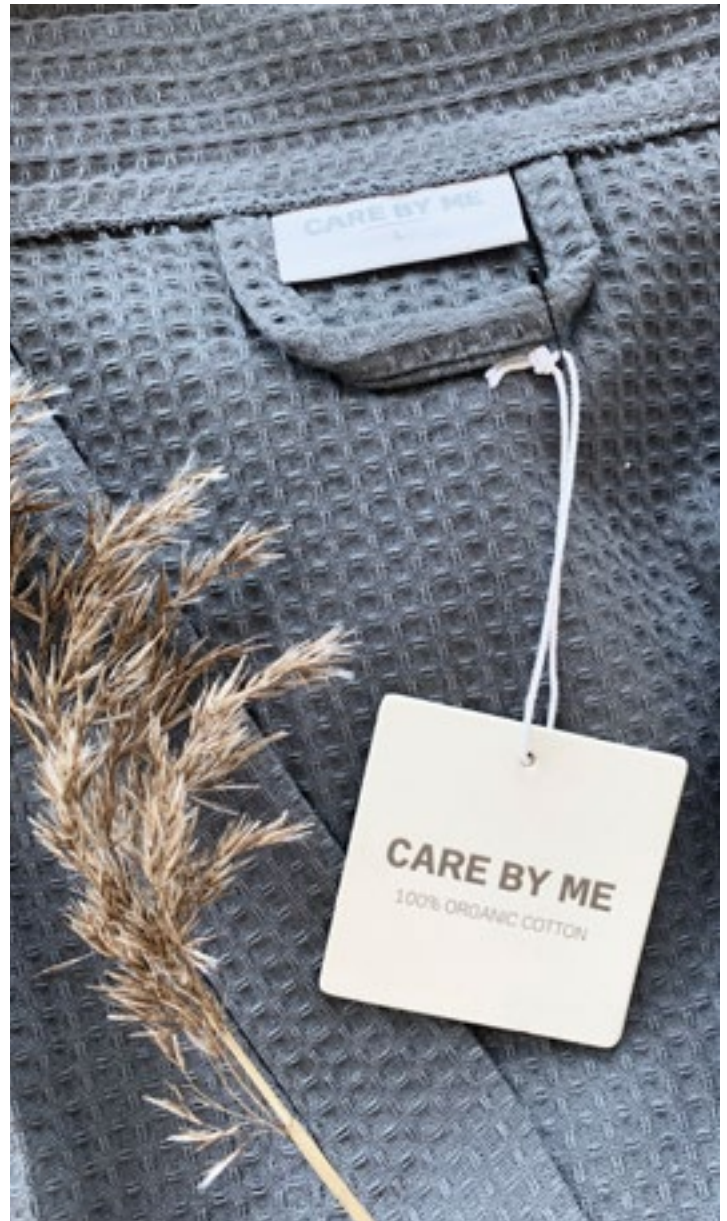


# Kathrine



Kathrine kimono

The KATHRINE kimono, or bathrobe, is made in honeycomb woven 100% organic cotton. The bathrobe is inspired by the beach cabins in Rågeleje, North Zealand, Denmark. It comes in solid and striped styles. For men and women.





*freja throws in the making*



# *The new luxury has heart*

When we talk about luxury, it's not about champagne and stilettos. It is the opportunity to shop for quality goods, that are made in a sustainable way.

The new luxury is purchasing products purposefully, knowing that they are made with the best raw materials, and that the people who made them have good conditions with regards to education, salary, human rights and last, but not least, with the highest level of craftsmanship and design.

The new luxury is a discreet luxury – you do not need to “show off” – you just need to have the best quality and design available, unique handcraft, a good feeling and the possibility to make your own choices.  
A choice to be proud of and able to be worn guilt-free.

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



*camilla teaching in sunil sweater*

# slow wear

Our range of women's clothing takes inspiration from the classic Nordic design and great craftsmanship from Nepal and India. Explore our fine collection of luxurious, organic and sustainable women's clothing and soft home wear.

Find the perfect and timeless cashmere sweater, a crispy organic shirt, cozy lounge and sleepwear, light skirts and dresses for spring and summer, as well as soft and chunky knitwear made from luxurious cashmere, mohair, wool and silk that will keep you nice and warm from winter into spring, and from spring into fall.

At CARE BY we always choose the highest quality local product as much as possible. We only choose the best materials within its range. For cashmere this would be grade A quality. For cotton, it is only GOTS certified and high quality wool, linen and cashmere blends from Nepal.

Stay soft and cosy in organic cotton, soft wool and pure cashmere – Danish design, exceptional craftsmanship made to last.





Chuck sweater  
Lina long shirt  
Cinzia pants





# lina



The LINA series is in a crisp and delicate poplin that you can use for your bedroom and relaxing home wear.

Dress yourself and your bed in 100% GOTS certified organic cotton poplin. Long nights, warm days - a feel of relaxation and time off.


Our LINA poplin series reminds us of all the best things about summer, and the garments can be worn both day and night.

The collection contains duvet and pillow covers, as well as shorts, pants, top, long shirt and very long shirt, strap dress and skirt.



SS21 includes 3 new colors: Straw, Khaki green and Dusty brown





*"There shall be  
eternal summer  
in the grateful  
heart."*

Celia Thaxter

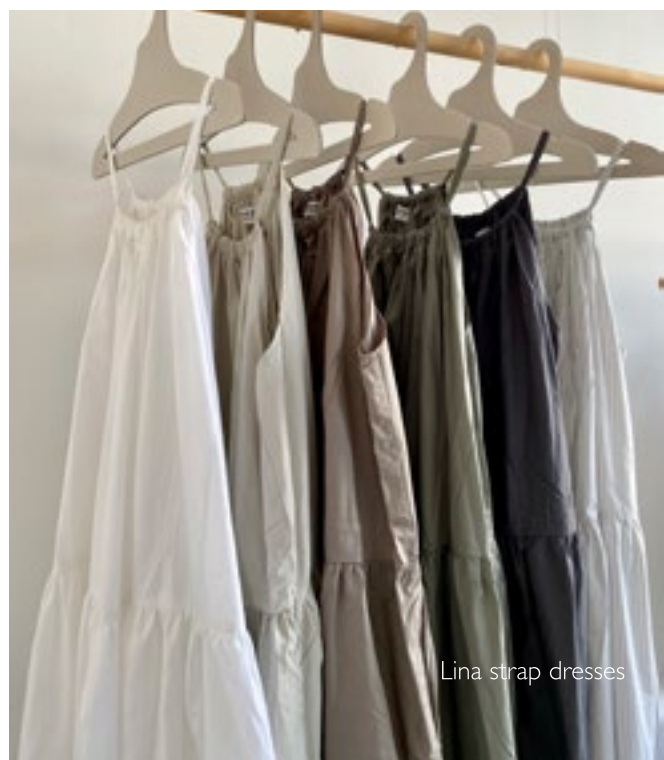
Lina top  
Lina shorts



Lina top  
Lina pants



Lina strap dress



Lina strap dresses



Lina very long shirt  
Lina long pants



Jane vest  
Lina skirt





Sun hat  
Lina dress



# Together

For the past year the world has changed. We are standing in front of a new normality and a great longing for the everyday life we had. We have all been isolated like never before, and more than ever we miss being together with family and friends.

We have all been practicing so much #metime that we almost had enough of ourselves. We have never before spent so many hours doing #homespas - and despite the fact, that we believe in #selfcare we have sadly never been more lonely due to lack of being able to be together.

Spring has finally arrived, and we are facing brighter, warmer and more positive times – it has to be.

Because we miss being together. We miss being close. We miss being united with the people we love instead of being isolated at home.

We need love. We need each other. We need to be together - smiling, laughing and hugging.

Hopefully, we are very soon able to be #together once again and we cross our fingers that #togetherness will be the main keyword this spring and summer. For all of us.

We can do this. Together. Because together we are stronger.

Our designer and founder Camilla Gullits has found her inspiration for this years theme in both some of her loving childhood memories and from the famous Nordic "impressionists"; Skagensmalerne (The Danish Skagen painters). The very special light, gentle expression and warm color tones the paintings express are absolutely magical, and Camilla wanted to bring that look into the campaign.

That feeling and unique expression combined with the longing for us all to be together again and Camilla's childhood memories, her wish for the campaign has come true.

"When I was a little girl, we always went for a day at the Dyrehaven called the White Picnic. Everyone - children as well as adults - were all dressed up in white having lunch in the beautiful surroundings. Smiles, fun and togetherness - I will never forget that very special feeling of joy and the beautiful image of people all dressed in white I have stored in my memory"





# Mynte

The MYNTE series made in the amazing combination of silk, wool and cashmere can be used as home wear, for sleep or to wear on a daily basis. It is super soft and perfect for all ages and all climates.

The short sleeve top has a casual fit with raw edges and a slightly lower back hem.

Mynte top  
Mynte shorts

# faith

FAITH is a 100% cashmere crew neck sweater with raglan sleeves. It is classic yet different with its raw seams and long cuffs.



# chuck

The CHUCK blouse belies the masculine name - it is a lovely lace knit all over. Made of pure cashmere, with a casual and modern fit. Style it with your jeans or the loose and crispy LINA pants.





# *ingrid dress*

The INGRID chemise or dress is so versatile. It can be used underneath dresses in wintertime for warmth, as a dress on its own, and as a night gown.

Ingrid is made in pure cashmere in Kathmandu, Nepal.



Ingrid dress  
Pernille cardigan



# helena cardigan

The craftsmanship in the HELENA sweater is sublime. The chunky wool with a kiss of cashmere combined with cable knit on sleeves makes HELENA an extraordinary sweater for the feinschmecker.

It is knitted on an old-fashioned knitting machine in Kathmandu.



Helena cardigan  
Lina strap dress

# amara, amy, hanne sweater & jane vest

AMARA, AMY, HANNE, JANE are all made in a lovely cashmere and silk combination, and the yarn has been brushed a bit, resulting in a wonderfully soft finish.

AMARA is an oversized, light and super soft v-neck 'boy-friend' sweater:

AMY is a light and feminine cardigan. AMY has a classical design with round neckline and mother-of-pearl buttons up the front.

HANNE is a loose fit turtleneck sweater with dropped shoulders and long sleeves. An oversized, classic and comfy style with an elegant twist.

JANE is a luxurious vest with ribbed detailing around the shoulders, neck, and bottom hem, and it is ideal for seasonal layering.

With its oversized fit, it is roomy enough to easily wear an organic cotton shirt underneath, yet the vest is elegant enough to function well on its own – perfect to use as a top during summer.

No matter how you wear these styles they will embrace you with their super soft and sustainable fibers and be a beautiful and timeless addition to your wardrobe.



Amy cardigan  
Vivienne pants



Amara sweater



Hanne turtleneck



Jane vest  
Lina long shirt



# pernille

PERNILLE is the ultimate cardigan made in pure cashmere. Tied with the included belt, or left open, it's perfect to wrap yourself in on colder days.



Pernille cardigan  
Mynte pants

*annemo*

The ANNEMO set is perfect for relaxing days and meditation.

Jump into your soft ANNEMO set and feel the pure cashmere embrace you.

Annemo turtleneck  
Annemo pants  
Amara sweater

# *lise & lena ponchos*

The LISE poncho is a casual poncho in 100% cashmere plain knit, with a slightly v-shaped neckline. The very minimalistic design makes LISE a favorite both over a blouse indoors and over a jacket outdoors. LENA has a draped neckline as a beautiful detail to the minimalistic design. Both ponchos are knitted on a semi automatic knitting machine in Kathmandu.



Lise poncho  
Lina shorts



# beatrice

The knitting pattern in the BEATRICE top is so feminine and elegant.

The top can be worn with a white shirt below or just as a t-shirt.

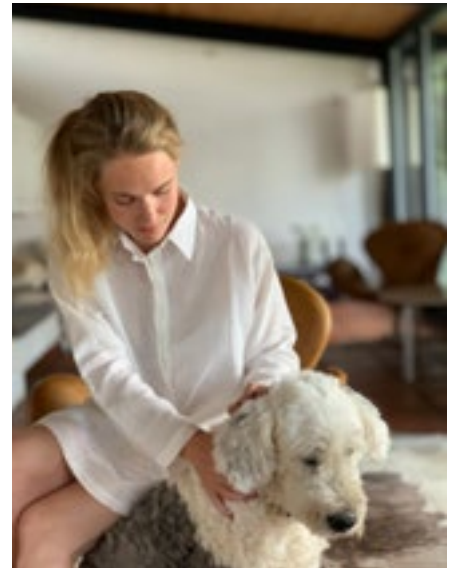


# Thessa shirt

The THESSA shirt is made in 100% pure linen - it is sewn in our small workshop in Kathmandu. The shirt has mother of pearl buttons and a beautiful, classic collar that makes it an everyday favorite.



Thessa shirt



# hope

HOPE is our first vest knitted on needles in mohair and wool.

The shape is elegant with a beautiful collar that brings attitude to the design.

The sweater is knitted on size 10 needles, taking about 3 days to knit. It is then steamed, linked together, and then packed with love to you.

We hope you enjoy the overall beauty, thought and care that has brought HOPE to you.

hand  
knitted  
sweaters  
are not  
just  
garments..  
they have  
feelings



Hope vest  
Lina long shirt



## *accessories*

Discover our large collection of stylish, soft and sustainable accessories for both women and men in pure handmade cashmere. We carry a wide selection of luxury accessories that will add a finishing touch to your autumn and winter looks with versatile hats, gloves and scarves that will keep you warm without compromising on style.

Shop one of our all-time classics; the Sara and Hannah scarf handmade in our social workshop in Kathmandu - also suitable for keeping you warm on chilly summer nights.

We also carry a small selection of accessories in very soft wool, bags in linen and hemp, and the perfect summer hat in pure natural hemp for warm spring and summer days. Not to mention our very delicate and true best seller; the CARE BY ME Soft Feet cashmere socks.

# spun scarf

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. A slightly uneven, nubby effect. The ends have a short fringe.

SPUN scarf is a little piece of art and very soft and delicate.







# sun hat & beach bag

The BEACH bag is a nice, unique and sustainable bag that is perfect for warm and sunny days at the beach, weekend getaways, casual daily and much more.

Add the SUN hat and you will have the perfect kit for a sunny summer as well as vacations all year round.

The roomy shoulder bag is crocheted by hand of pure hemp and has feminine hand-braided shoulder straps. The BEACH bag is handmade in Kathmandu where women for centuries have mastered the craft of crocheting.

We love the fact that hemp is one of the most environmentally-friendly fabrics on the market. Since hemp is naturally pest-resistant, it doesn't require the use of any pesticides. Plus, it requires much less space and water to grow than ex. cotton.

We hope that the BEACH bag will bring you beautiful memories of summer and happy times with your loved ones.

Since the product is entirely handmade; no two are alike, hence there can be slight variation in colors and sizes.





Hannah scarf  
Chuck sweater

# *hannah, sara, kate, sigrid & sussie*

These products in pure cashmere are all made in the same fabulous quality. They are knitted in Nepal on an old-fashioned knitting machine – without use of electricity.

The cashmere fibers are very well kept, as this way of manufacturing is gentle to the cashmere and maintains its softness. They are made out of the best quality cashmere you can get.



Sara scarves



Pernille cardigan  
Sussie handwarmers



# soft feet



Luxury socks in cashmere and terry. The perfect match for slow days, where you want to cuddle up and enjoy life.

Our SOFT FEET cashmere socks will be your new best friend to wear together with your favorite home wear - any time of the year. Use the cashmere socks for sleeping, relaxing on the couch, or as a soft and warm treat in your slippers. Also perfect for doing yoga or pilates.

These socks are for keeping your toes warm when indoors and not for active outdoor wear.

The better you care for your cashmere, the more it maintains its quality and beauty.

Please note that the socks are very delicate and a soft luxury product that must be treated with a little care. Use the socks exclusively as a sleeping sock, or with shoes / slippers on, so that they last as long as possible.





Sunil handknit sweater  
Lina pants  
Soft feet socks  
Spun scarf  
Snowdrop rug

# *tina*

The TINA series includes a hat, a scarf, hand warmers, a headband and gloves.

The series is made in pure wool with a very soft touch. It is made by hand on an old-fashioned hand-knitting machine in Kathmandu.

*Made without use of electricity*





fransiska



FRANSISKA scarf is made in Nepal on an old-fashioned knitting machine – without use of electricity. The cashmere fibers are spun tightly so the peeling is minimal. The triangular shape gives a stylish look when wrapped.

# nepal

Nepal has a population of 39 million people.

The Nepali country, people and culture have always been fascinating. Giving us a glimpse of natural magnificence, true moments of spiritual tranquility and the possibility of empowering gender equality. We love working in this beautiful country.

Nepal is made of Gods and Goddesses, temples and palaces, arts and crafts, music and war history. However, there is one skill, which is common in every area, and that is 'hands of skilled workers'. At CARE BY ME we wished to combine this Nepali craftsmanship with our Danish design roots.

In the Kathmandu Valley, centuries-old traditional artisan skills continue in our small workshops, where we do knitting on needles by hand, knitting on old-fashioned hand knitting machines, and weaving - both manually and semi-automatic.

CARE BY ME wishes to help educate young women in order for them to become independent and to be able to take care of themselves and their families.





# india

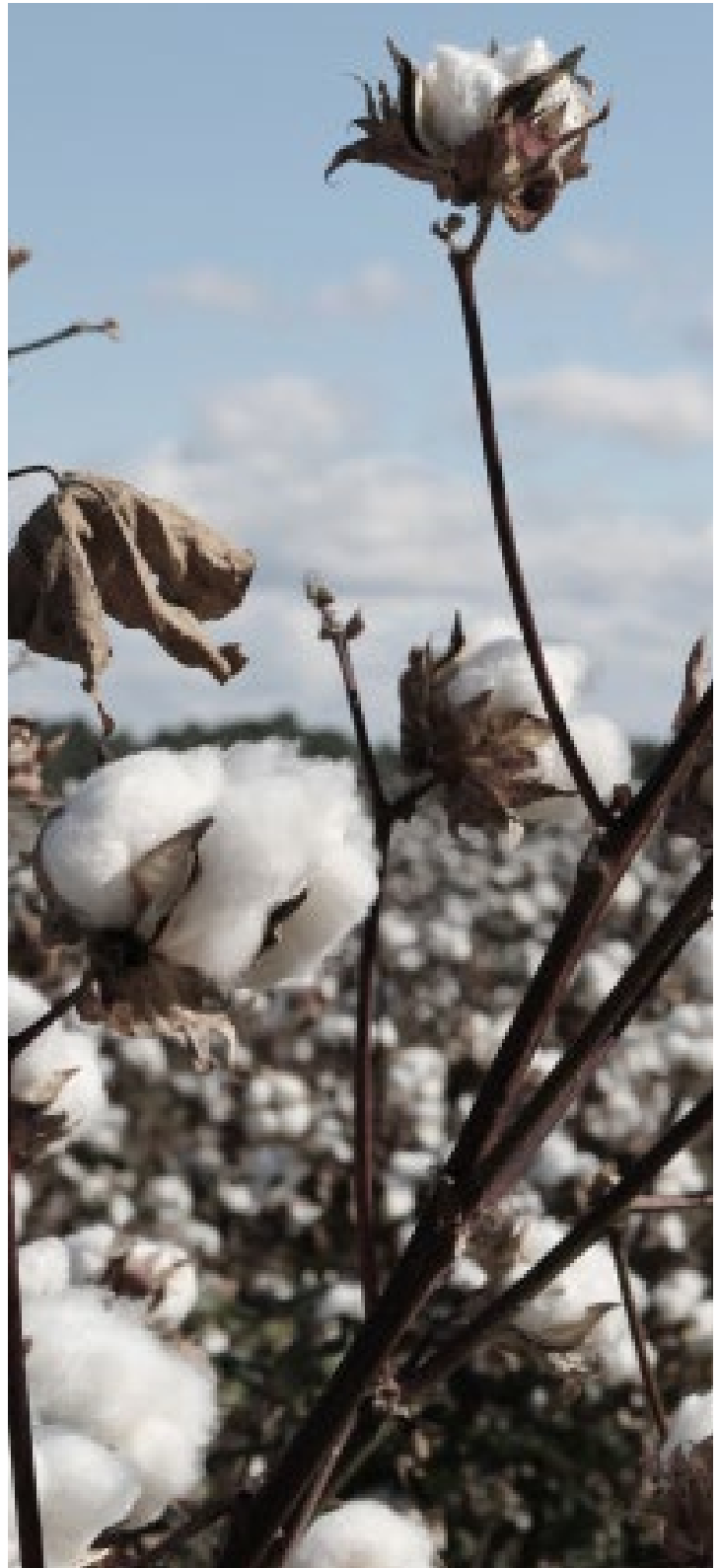
India has a population of 1.33 billion people.

The origins of cotton production and its use go back to ancient times. The first evidence of cotton use was found in India and Pakistan, and dates from about 6,000 B.C.

It was only in the 1st century, when Arab traders brought their cotton products to Italy and Spain, that the fiber was introduced in Europe. During the late medieval time, cotton also became known in northern Europe.

India is a land of diversity in all manners. The culture, the economy, and even the landscape of India has diverse elements, all in one continent. The wide range of physical features of India makes the country a fascinating destination. In fact, India has every possible landscape available on earth. From cold mountains to arid deserts, vast plains, hot and humid plateaus, wide sea shores and tropical islands - the physical features of India reflect every terrain.

In India, CARE BY ME works with a third generation family business. The great-grandfather started with 3 handlooms and 4 technicians, which has handled job orders for domestic supply since 1972. Today the factory is both GOTS and fairtrade certified. They also have a very impressive employee program that rewards workers whose children do well in school – they actually receive a bonus for this.





# denmark

Denmark is a small country with only 5.75 million people.

Danish design is known all over the world and Denmark has been a leading nation in the design field for decades. From Danish furniture to Danish fashion and Danish toys, Denmark continues to produce world-renowned design classics.

Danish Design is a style of functionalistic design and architecture that was developed in mid-20th century.

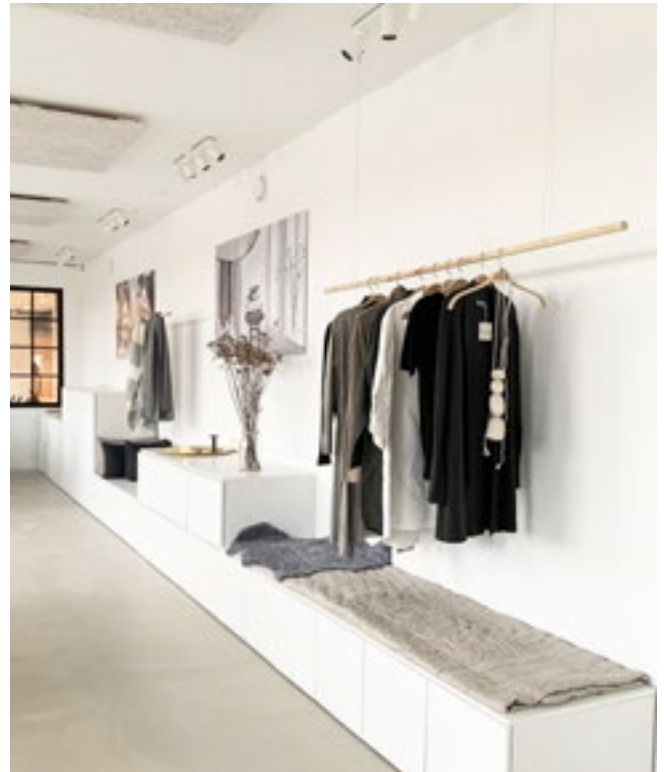
Influenced by the German Bauhaus school, many Danish designers used the new industrial technologies, combined with ideas of simplicity and functionalism to design buildings, furniture and household objects, many of which have become iconic and are still in use and production. Prominent examples are the Egg chair, the PH lamps and the Sydney Opera House in Australia.

Starting in the 1950s with design legends such as Arne Jacobsen and Hans Wegner, the Danish design tradition has developed into a strong international brand. Scandinavian and, in particular, Danish design has become synonymous with timeless style.

Another fundamental aspect of Danish culture is "hygge". Hygge, meaning 'snug', is a concept that evokes "coziness", particularly when relaxing with good friends or loved ones and while enjoying good food.

CARE BY ME's Danish office is located in Copenhagen. Sometimes we have special arrangements at Camilla's home that is an architectural gem set in a quiet residential neighborhood, with excellent access to nature and direct access to a lake.

Our management team and design studio, as well as sales and marketing activities, are all based in Denmark.











# for men

## SOCIAL LUXURY FOR MEN

Socially responsible quality clothing is now available for men. Using fabrics like cashmere, silk and wool, these products are quality incarnate. Comfortable garments with classical Scandinavian and timeless designs - that last a lifetime.

In Kathmandu, Nepal, women are taught the traditional crafts. They are given ability and knowledge that can secure their future, all under proper conditions. The outcome is for the socially responsible man, who refuses to compromise on quality.

## SOCIAL SUSTAINABILITY

In Nepal, people have always worked with textile. Handmade textile is a big part of the national economy. The materials come from cashmere goats and sheep, that live in the mountains around Kathmandu.

In Kathmandu, we cooperate with a small workshop, that uses these materials, and teaches women the ancient crafts. The focus is on empowering women; helping them secure their future.

With this knowledge, they can feed their families. Ensure their children's education, and provide a safe life. This is the foundation on which CARE BY ME is created.

## HIGH QUALITY, NATURAL MATERIALS

Using fabrics like cashmere, silk and wool, CARE BY ME products are quality incarnate.

The products can last a lifetime if treated correctly, therefore the designs are purposefully classic.

Several products are made on old-fashioned mechanical hand-knitting machines and details are made by hand. Every fringe on these scarves is hand-rolled and the knot is tied by hand.

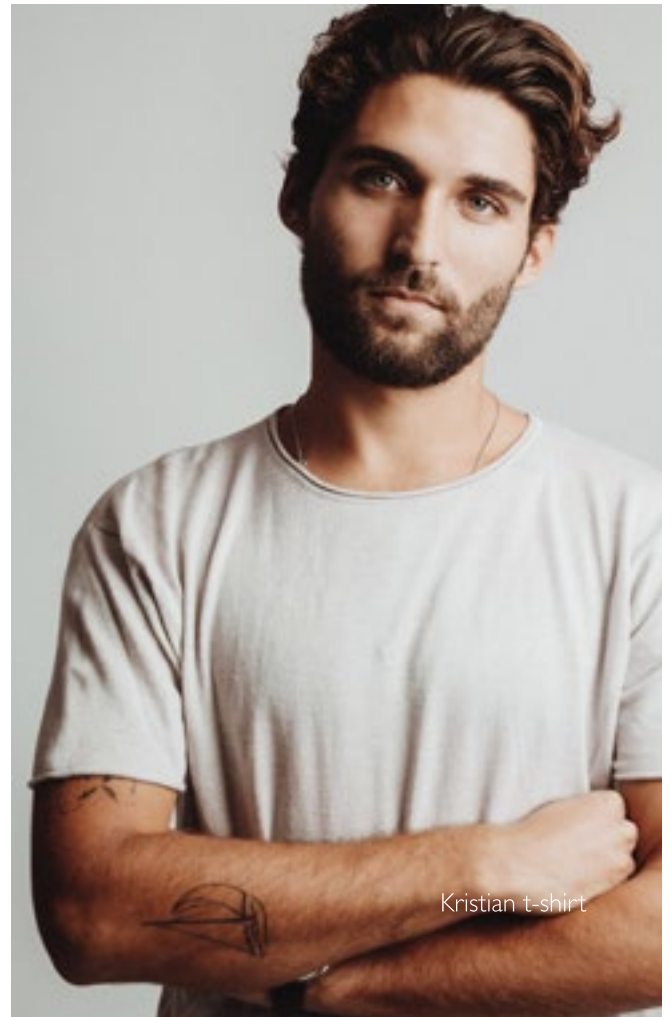
Our mens collection is built on design that values both people and planet.

## FOR YOUR INNER AND OUTER FEINSMECKER

Our mens line is comfortable clothing, that's designed to fit like a glove.

The style is Nordic minimalism. Classical and sleek, in colors that reflect nature.

CARE BY ME for men is for the socially responsible man, who refuses to compromise on quality, real craftsmanship and social responsibility.



Kristian t-shirt

# mikkel

MIKKEL sweater and hat in pure chunky cashmere.

Made without compromise, in a quality that will last a lifetime.



# nikolaj

NIKOLAJ sweater is knitted on hand knitting machines in a socially sustainable workshop in Nepal.

The design has a crewneck done in a narrow rib and a wider rib at the hem and cuffs.





Michael scarf  
Kristian t-shirt



# credits & contacts

Photo:

Niels Busch

Henrik Adamsen

Lars Ranek

Antarktis Studio

Camilla Gullits

Unsplash

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



CARE BY ME designs exclusive products that embraces people in our part of the world,  
and at the same time, empowering women in developing countries.

We proudly build our product portfolio from 3 core demands:

Social sustainability  
High quality, natural materials  
Excellent craftsmanship

That is why we call our style: Social Luxury.

Join our journey on [www.carebyme.com](http://www.carebyme.com) and SoMe @carebyme

# CARE BY ME

*Social luxury*



**CARE BY ME**

*Social luxury*