



*a nordic mindful way of life*  
embrace nature - love people – seek balance

**CARE BY ME**

# About

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

We fuse our Danish design heritage with time-honoured crafts to produce exclusive products that are sold all over the world.

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

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

By focusing on empowering women, we help secure their future, enabling them to feed their families, ensure their children's education and provide a safer life.





Hanne turtleneck  
Cecilie pants

*We believe that together we can make  
a positive difference to people all over  
the world.*

*Treasuring natural materials.  
Creating long lasting design.  
Loving people and planet.  
Seeking balance.*

*That is our nordic mindful way of life.*



# Introducing CECILIE

– a home interior and womenswear collection in 50% linen and 50% cotton.

Since we launched our very first collection in 2012, our mission has been to give our customers the opportunity to choose a more sustainable way of living – both in fashion and interior design.

Choosing the best and most sustainable material available to create designs that can last a lifetime is very important to us. For this reason, high-quality cashmere has always been an obvious choice for us, as well as using only GOTS certified organic cotton in our collections.

For a long time, we have been wanting to extend our sustainable universe with a new textile – something that could bridge the gap between cashmere and cotton. After extensive research, we are very pleased to introduce this lovely blend of linen and cotton. Designed in Denmark, ethically and responsibly made in India.

## **The special blend**

As with our GOTS-certified organic cotton, linen is a sustainable material, with the special blend we have developed offering a lovely next-to-skin softness. The special weaving method and the combination of soft cotton and rough linen, makes the textile perfect for

CECILIE's designs. Furthermore, this strong and breathable fibre blend absorbs moisture and keeps the skin cool during warm summer days, resulting in the perfect garment that can be worn all year round.

Not only are linen and cotton some of the most durable textiles around, they are also both natural fabrics. We love the fact that our CECILIE collection is produced purely by solar energy, and our linen production does not involve the use of any chemicals or pesticides.

It fulfils all the relevant environmental requirements, like the European community textile community standards.

Our partner in India has the following sustainable certifications and awards: SA8000, Fairtrade, TEARS, SEAM, Upmade, recycle, Best Corporate Social Responsibilities Practices, Support to acid attack survivors, Solar energy-based production, GOTS.



#### Facts about linen

Linen is a natural material made from the flax plant and its stem. Flax is one of the oldest plant fibres in the world to be used for textile manufacture.

It is a natural fibre with low environmental impact, and even when grown conventionally, it does not need fertilizer and plant protection to grow, as it is a very strong plant.

Furthermore, the hollow structure in the fibres help linen to regulate heat and cold, making it feel fresh and comfortable to wear in any temperature or climate.



Cecilie top  
Cecilie pants



Cecilie tunic  
Beach bag - stripe



Beatrice top  
Cecilie skirt

# *Long-lasting design*

*Most women want to renew their wardrobe sometimes, but we aim to create sustainable designs that transcend fleeting trends. Our collections have a timeless appeal that never goes out of style.*



Anastasia blouse  
Cecilie pants



Filippa cardigan  
Cecilie pants



Helena cardigan  
Cecilie skirt

*La vie en rose*



Amy cardigan  
Cecilie top  
Cecilie pants



Ea sweater  
Cecilie pants



Mia blouse  
Cinzia pants



Sunil sweater  
Lina shorts  
Cecilie shopper



Hope vest  
Cecilie pants



Cathy hoodie  
Lina skirt

# 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 expense.

## **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





Lina very long shirt  
Sun hat



Lina dress



Helena cardigan  
Lina top  
Lina shorts



Vivienne dress



Kathrine kimono



# *Hand made & heart made*

*Hemp is nice, breathable and sustainable perfect for warm and sunny days.*

*The hats and bags are handmade of pure hemp and cotton in Kathmandu where women for centuries have mastered the craft of crocheting.*

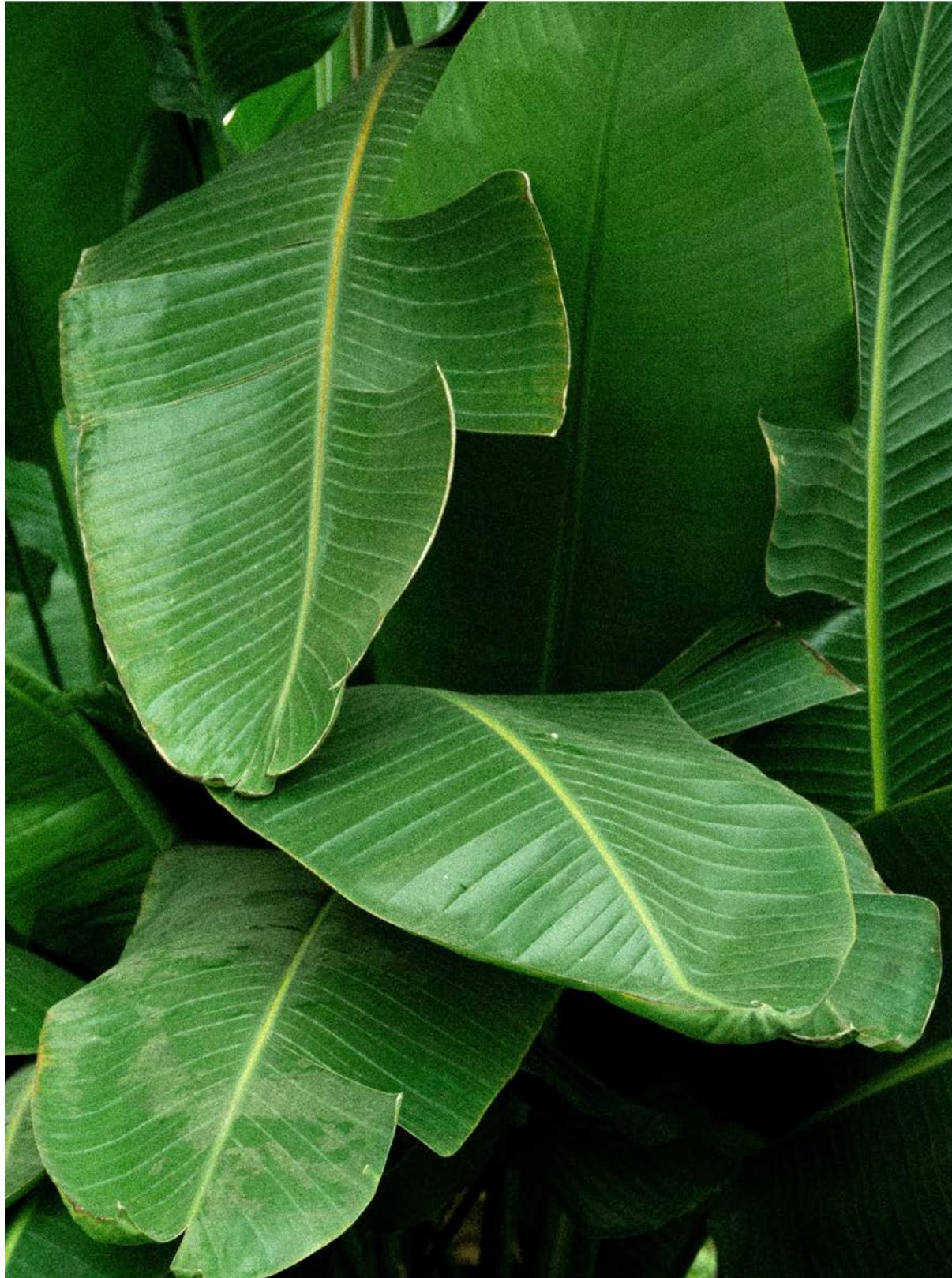
*Hemp is a natural, durable and highly absorbent material, that helps you keep dry and cool on hot summer days.*

*We love the fact, that hemp is one of the most environmentally-friendly fibres on the market and hope that these products will bring you beautiful memories of summer and happy times with your loved ones.*





Sun hat - stripe  
Beach bag - stripe  
Cecilie shirt dress



Balance mat & rug

We love the idea of combining two natural materials making these wonderful products. Local banana leaves harvested by hand and our GOTS certified organic cotton.

Each rug and mat are woven on a handloom by a local weaver. We are amazed to see what hands can do and we truly cherish their craftsmanship and valued commitment.



Cecilie quilt  
Cecilie shopper  
Susan throw



Cecilie quilt  
Cecilie cushion  
Cecilie shopper  
Agnes cushion  
Susan throw



Agnes cushion  
Olivia cushion  
Dagmar cushion

*Home is where the heart is*



Olivia cushion  
Klara cushion  
North cable cushion  
Freja cushion  
Agnes cushion  
Dagmar cushion  
Herringbone throw



Nora blouse  
Vivienne pants  
Agnes cushion  
Waste quilt

# 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 weave 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 products  
for the joy of others.*



# *Felt by hand*

*Made by hand in pure wool on a small workshop in Nepal.*

*Each ball is felt by hand, and in the end carefully sewn together to turn into a beautiful rug. An impressive piece of hand work - especially if you consider that the small mat contains over 700 felt-balls.*

*The beautiful rug is impressively soft and your feet will love you for adding it to your home.*

*The Snowdrop rug comes in different sizes and colors, and the soft rug will fit into most places of your home, and will be a nice minimalistic, nordic and elegant touch to your home decor.*



Snoedrop mat



## *Join our movement*

*It's about purchasing products with consideration and transparency.*

*Products developed by expert designers and made with a high level of craftsmanship. Products bought with the knowledge they've been made with the best raw materials, and that the people who made them have good conditions regarding education, salary, and human rights.*

# Contact

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# CARE BY ME

*Social luxury*