

A woman with dark hair pulled back is sitting on a large, rustic wooden barrel. She is wearing a grey, short-sleeved, textured knit top and a long, white, flowing skirt. She is barefoot and looking towards the camera with a slight smile. To her left is a tall, thin tree with green leaves, planted in a large, dark, textured wooden barrel. The background is a plain, light-colored wall, and the floor is made of dark, rectangular tiles.

# CARE BY ME

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



## 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





## 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.

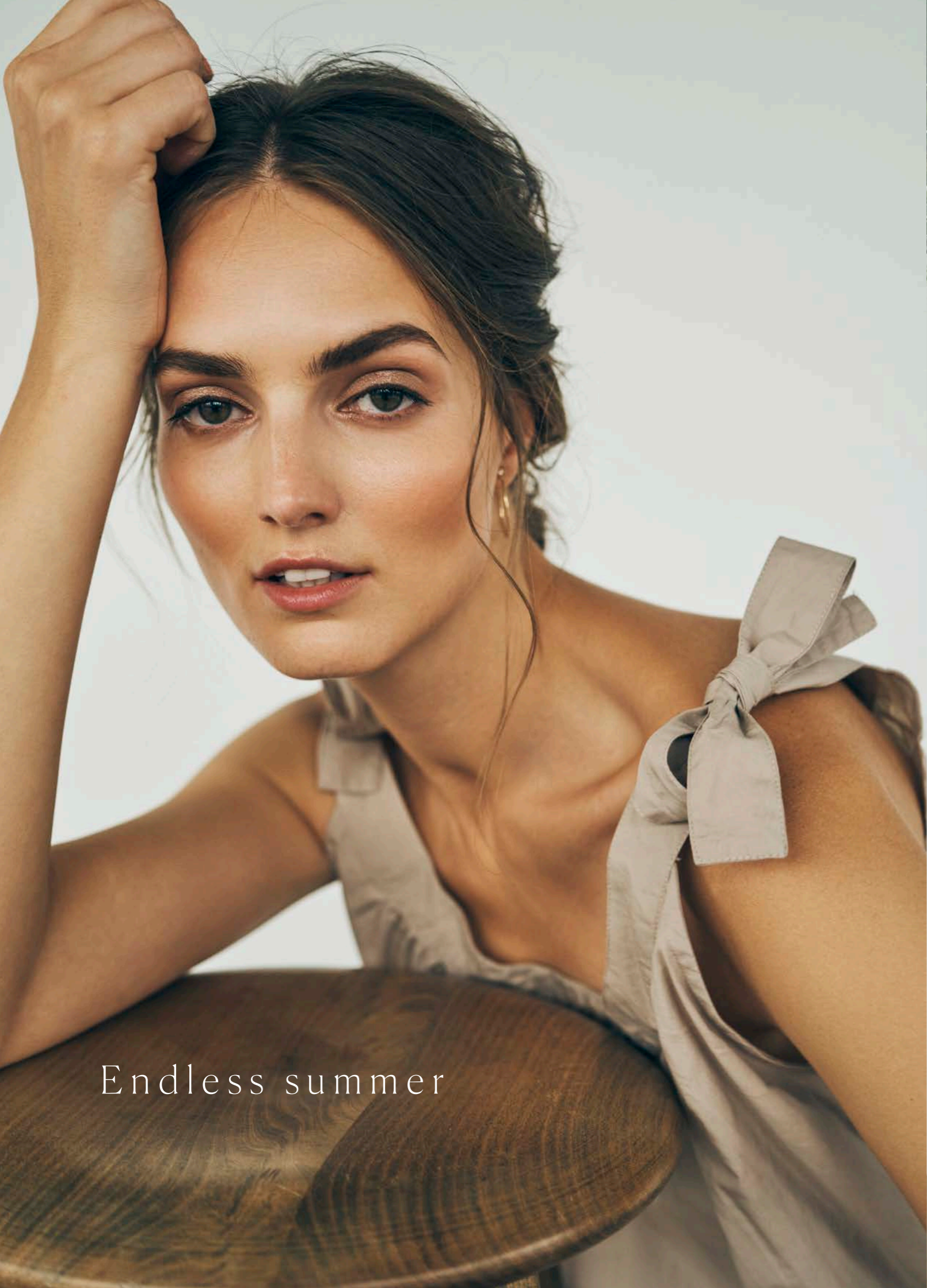
Beautiful and beloved pieces that can be passed on from one generation to the next.

Love to people and planet.

Beatrice top  
Laura shorts

Beach bag tote





Endless summer



Laura tie top  
Laura pants classic



# Laura colors SS24



Pure white



Pale rose



Sand



Blue / White stripe



Summer blue



Brown



Black / White stripe



Black



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.

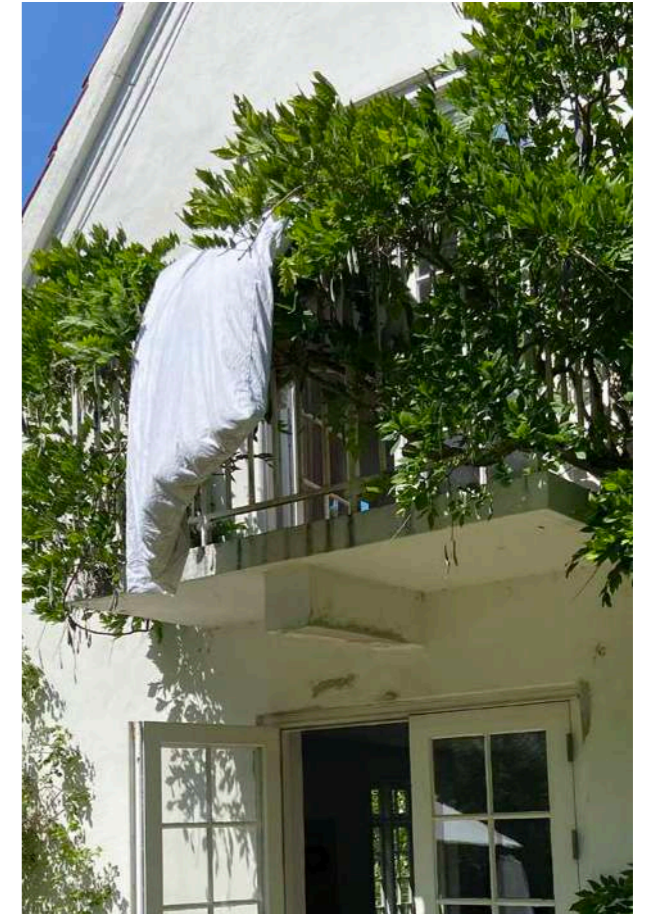
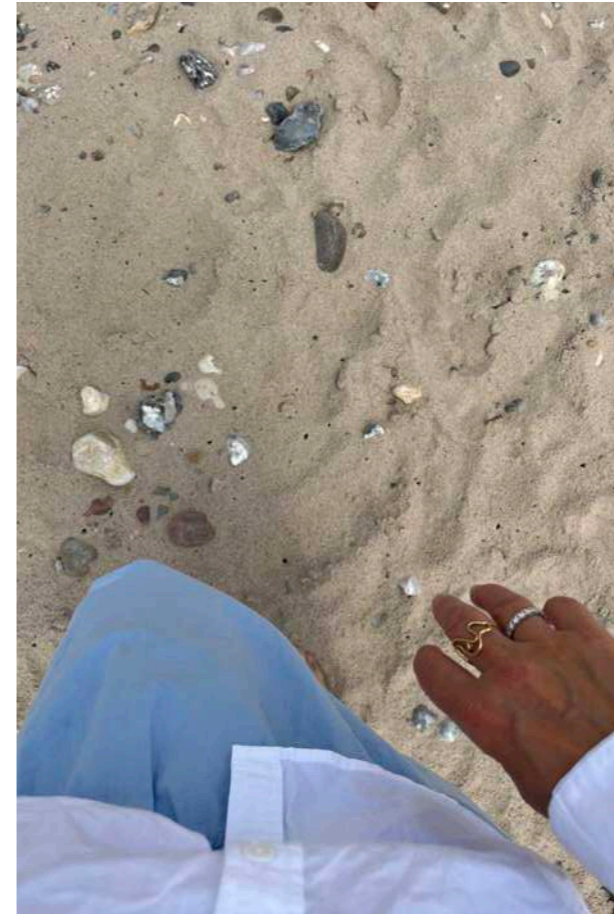
Sweet dreams.

Dream bedding



Laura skirt long  
Dream bedding

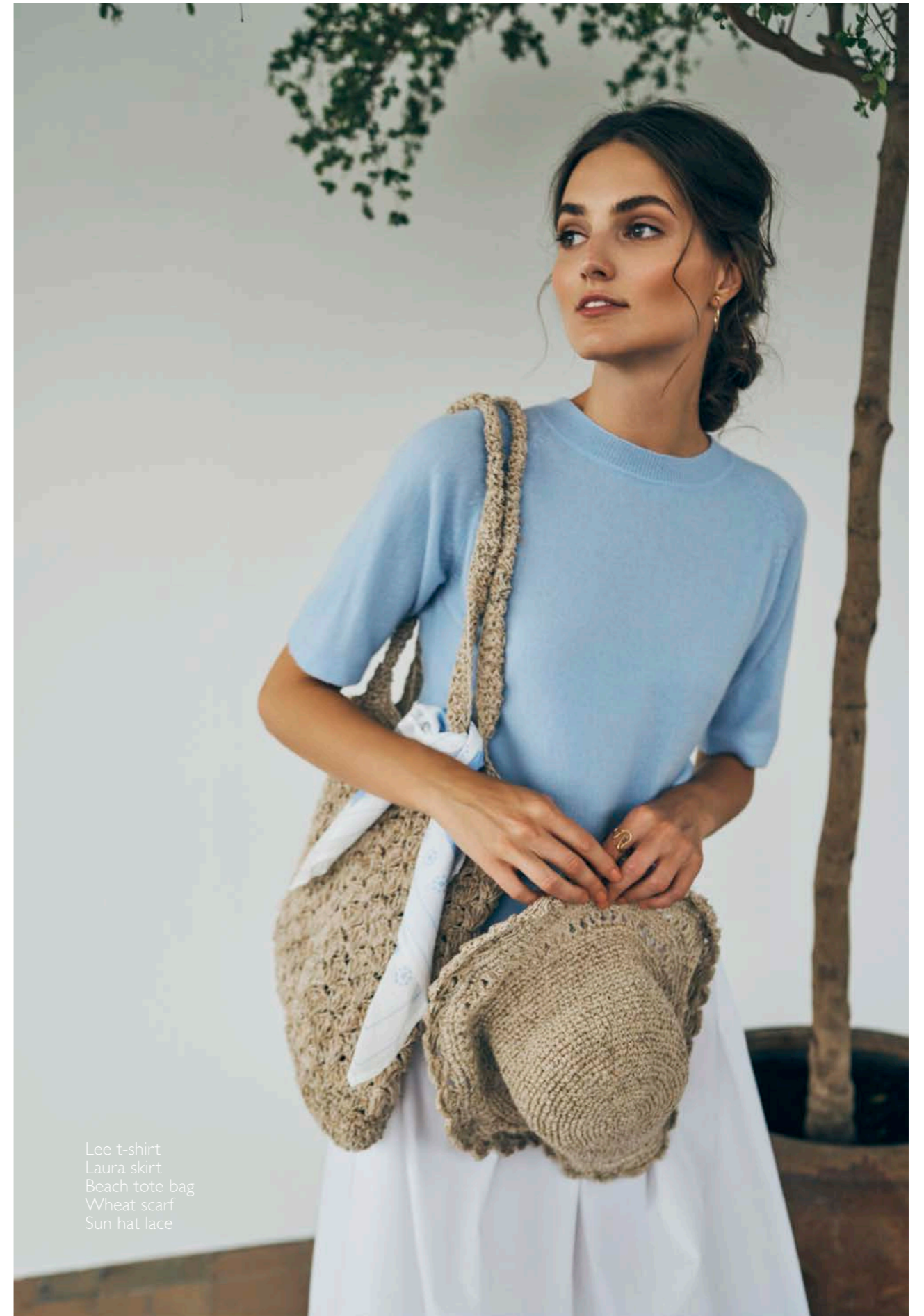








Anastasia t-shirt  
Laura pants casual



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 tullip dress





Faith sweater





# Hand-crocheted with love from Nepal

Our amazing women put their talent and care into crafting our stylish SUN hats and BEACH bags, either working from their homes or joining other women to crochet.

This flexibility enables them to balance caring for their children and homes while securing income to improve their family's living standards and ensure their children receive a quality education.

Our crochet collection not only brings joy with its simple yet charming design but also makes a positive impact on the lives of the women who create them and their families.

Over the past four years, our hand-crocheted styles have become a staple in our long-lasting collection, and we anticipate it will continue to be so for many more years to come.







## SUN HAT



Handmade  
with love  
from Nepal





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

produced purely by solar energy

Cecilie top  
Cecilie skirt



Cecilie shirt dress  
Sun hat lace



The Holly cardigan is inspired by all the beautiful structures of age-old trees.

Take a walk in the forest, hug a tree and feel the strong loving energy.

## Hello Holly



Holly cardigan  
75% cashmere 25% silk





CASHMERE  
&  
SILK



Laura bell dress  
Holly cardigan





## The new luxury has heart

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.





WWW.CAREBYME.COM

CREDITS:

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