

WELCOME TO

OUR WORLD

DAILY  
Bread & Boxers  
BASICS



## 1. BRANDING



The Story

# We know people want less - but better

Bread & Boxers was born In a hotel room. Travelin without luggage, our founders realized what was missing: good-quality, well-designed underwear that you actually want to wear. The kind you’d hope to find in the drawer, not just settle for.

What started as a small idea – a premium underwear concept placed in hotel rooms – quickly became a movement. A response to the clutter of fast fashion. A return to basics.

From that first product, we built a collection of essential pieces made for daily life. Not trend-driven, just staples you reach for again and again.

Today, Bread & Boxers is worn across the globe but our mindset remains the same:

Feel Good. Look clean. Keep it simple.



Crew-Neck T-shirt

Brief





Ribbed Tank in Organic Cotton

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Sweatshirt

Ribbed Tank

Jersey Boxer Shorts

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Our why

## We know people want less - but better

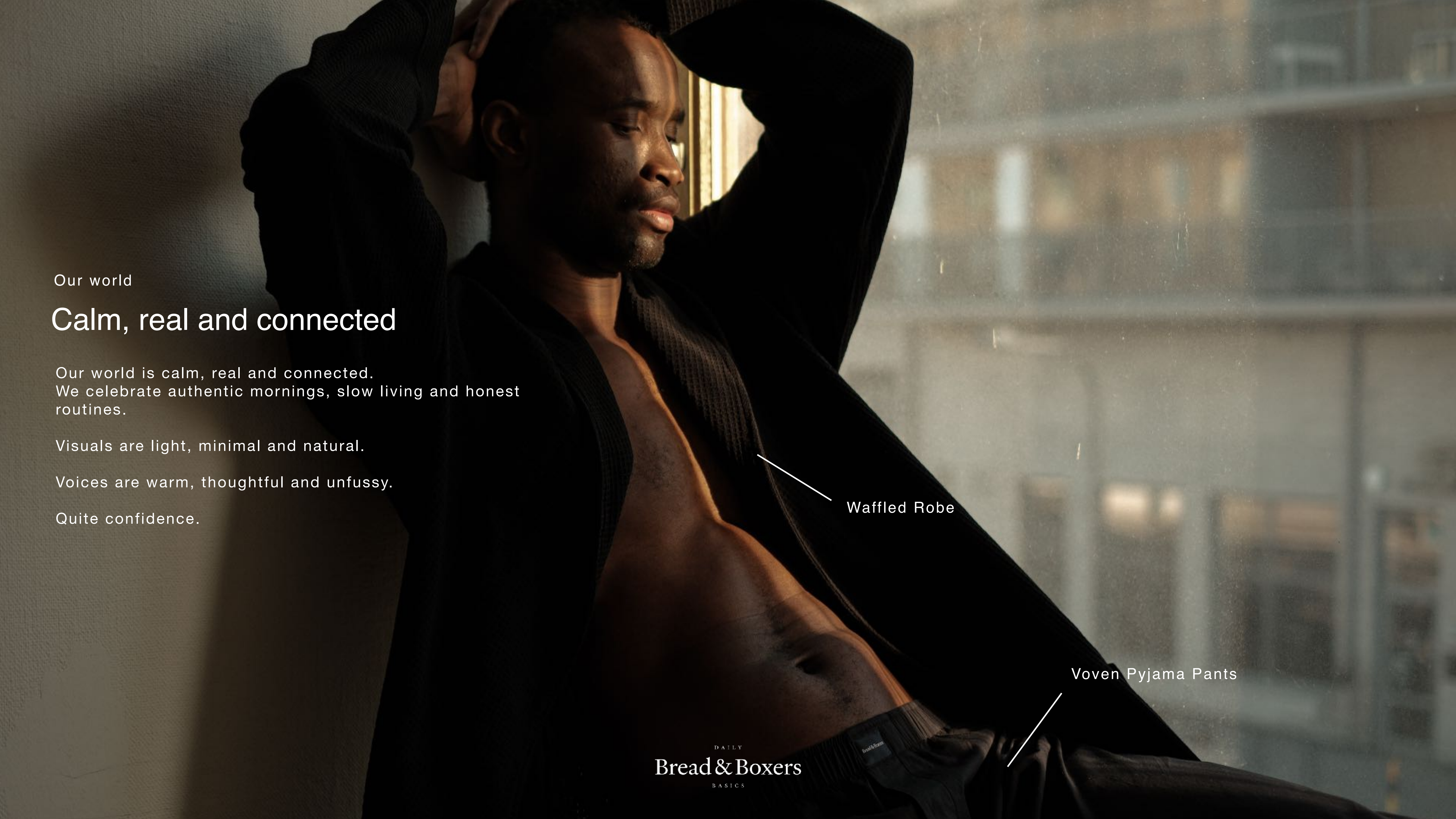
We believe the best things in life are simple. In a world of fast fashion and constant noise, we offer calm, considered essentials that feels just right – every time.

We design for real life. For slow mornings, light packing, coffee rituals and dressing without overthinking.

We are the first layer that affects everything that follows.

Confidence begins with comfort.



A man with a beard and short hair is leaning against a light-colored wall. He is wearing a dark, textured waffle robe that is open at the chest, revealing his bare torso. His hands are raised behind his head. He is also wearing dark-colored pyjama pants. To his right is a large window looking out onto a city street with buildings. The lighting is soft and natural, coming from the window.

Our world

## Calm, real and connected

Our world is calm, real and connected.  
We celebrate authentic mornings, slow living and honest routines.

Visuals are light, minimal and natural.

Voices are warm, thoughtful and unfussy.

Quite confidence.

Waffled Robe

Voven Pyjama Pants

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The community

## Global ambassadors

Erik Forsgren - *model & lifestyle influencer*

Sara Biderman - *Stylist / Entrepreneur*

Henrik Lundqvist - *Former NHL hockey player and shareholder  
in the brand*



## 2. PRODUCT



The range

# It all moves with you

Our collections cover the everyday needs

- **Underwear:** Made for you everyday
- **T-Shirt:** Timeless design for everyday comfort
- **Sleep:** Comfort that cares
- **Active:** Living made effortless
- **Travel:** Essentials that feels like home

Every piece is designed to mix, match and move with you.





Product philosophy and responsibilities

# Not a slogan but a standard

Every piece is made with purpose. Timeless design, honest materials and a fit that works.

- Our palette is neutral.
- Our shapes are classic.
- Our fabrics feel like home.

We design with daily life in mind – garments that blend in quietly and age beautifully.

Better basics lead to fewer decisions and fewer decisions create space for what matters most.





Printed Labels



Organic Cotton

Extra Length

Printed Labels



Organic Cotton

Extra Length



### 3. SALES



Wholesale opportunities

## Proven performance and timeless appeal

- 95% Noos
- Re-order business
- High loyalty customer rate
- A compliment rather than competition
- 20+ markets globally

Other



ÅHLÉNS

El Corte Inglés

Magasins

Peek&Cloppenburg





Our customer

# They dress without effort

We design for their everyday

- They values quality, comfort and timeless simplicity
- They move through life with quiet confidence – choosing essentials that feel good, fit well and never go out of style.
- They don't follow trends, they follow instinct.
- Their wardrobe is edited, intentional and always easy to wear.

We design for their everyday – calm mornings, light packing and getting dressed without overthinking it.







Bread & Boxers AB

Headquarter & Showroom:  
Stora Gråmunkegränd 3  
111 27 Stockholm

[info@breadandboxers.com](mailto:info@breadandboxers.com)

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