

MY
ESSENTIAL
WARDROBE



01
-
40

Everlasting love in my closet

The key items you simply can't live without

We are living in a time of excessive consumption. Fast fashion is like a flirt: easy, fast, fun but with deeper meaning. Style on the other hand is the real everlasting love to your wardrobe and your personal style.

Our ESSENTIALS are the items you return to time after time. The ones, that makes you feel most confident. The items, that always save you in a what-to-wear crisis. Effortless, cool and feminine with an edge.

ESSENTIAL is also a loving thought to our world. Responsible buying isn't enough – not if it happens without thought and with an overconsumption. Therefore, we have a strong focus on choice of material, recycling, processing and long-lasting styles.

I hope you will love ESSENTIAL as much as I do

WITH LOVE

A handwritten signature in white ink, appearing to read "Johne W.", with a stylized, flowing script.



THE ROLL NECK

01

DKK 500.00 NOK 750.00 SEK 750.00 EUR 69.95 GBP 64.99

Style info:

Style No.

10703584

Quality:

50% Merino Wool

50% Lenzing™ Tencel™

Responsibility:



Color:



100031 Black



100664 Off White



THE LEATHER JACKET

02

DKK 2,550.00 **NOK** 3,450.00 **SEK** 3,450.00 **EUR** 369.95 **GBP** 349.99

Style info:

Style No.

10703580

Quality:

Main fabric: 100% Waxed Tumbled Lamb Leather

Lining: 100% Organic Cotton

Responsibility:



Color:



100031 Black



03

THE SHIRT

DKK 500.00 NOK 750.00 SEK 750.00 EUR 69.95 GBP 64.99

Style info:

Style No.

10703608

Quality:

100% Cotton

Responsibility:



Color:



110601 Bright White



101971 Light Blue Stripe



101972 Medium Blue Stripe



100031 Black



04

THE KNIT CARDIGAN

DKK 800.00 **NOK** 1,100.00 **SEK** 1,100.00 **EUR** 119.95 **GBP** 109.99

Style info:

Style No.

10703604

Quality:

40% Wool, 17% Alpaca
40% Nylon, 3% Elastane

Responsibility:

ANIMAL WELFARE

Color:



100378 Light Grey Melange



100675 Black Melange



1710091 Dune Melange



THE KNIT PULLOVER

05

DKK 750.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 109.95 **GBP** 99.99

Style info:

Style No.

10703603

Quality:

40% Wool, 17% Alpaca
40% Nylon, 3% Elastane

Responsibility:

ANIMAL WELFARE

Color:



100378 Light Grey Melange



100675 Black Melange



1710091 Dune Melange



THE SUIT

06

DKK 900.00 NOK 1,300.00 SEK 1,300.00 EUR 129.95 GBP 119.99

Style info:

Style No.

10703602

Quality:

79% Recycled Polyester
17% Viscose, 4% Elastane

Responsibility:

RECYCLED POLYESTER

Color:



100031 Black



194010 Total Eclipse



07

THE DENIM JACKET

DKK 800.00 NOK 1,200.00 SEK 1,200.00 EUR 119.95 GBP 99.99

Style info:

Style No.
10703576

Quality:

98% Cotton
2% Elastane

Responsibility:



Color:



100056 Medium Blue Random Wash



100071 Black Vintage Wash



08

THE V TEE

DKK 200.00 NOK 300.00 SEK 300.00 EUR 29.95 GBP 25.99

Style info:

Style No. 10703585

Quality: 100% Organic Cotton

Style No. 10703587 color: 1740141

Quality: 50% Organic Cotton, 50% Polyester

Responsibility:

ORGANIC COTTON

Color:



100031 Black



110601 Bright White



1740141 Titanium Melange



THE O TEE

09

DKK 200.00 NOK 300.00 SEK 300.00 EUR 29.95 GBP 25.99

Style info:



Style No. 10703586
Quality: 100% Organic Cotton

Style No. 10703588 color: 1740141
Quality: 50% Organic Cotton, 50% Polyester

Responsibility:

ORGANIC COTTON

Color:

-  100031 Black
-  110601 Bright White
-  1740141 Titanium Melange



THE O TEE LONG SLEEVE

10

DKK 250.00 NOK 350.00 SEK 350.00 EUR 34.95 GBP 29.99

Style info:

Style No. 10703589

Quality: 100% Organic Cotton

Style No. 10703590 color: 1740141

Quality: 50% Organic Cotton, 50% Polyester

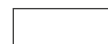
Responsibility:

ORGANIC COTTON

Color:



100031 Black



110601 Bright White



1740141 Titanium Melange



11

THE KNIT ROLLNECK

DKK 800.00 **NOK** 1,100.00 **SEK** 1,100.00 **EUR** 119.95 **GBP** 109.99

Style info:

Style No.

10703605

Quality:

40% Wool, 40% Nylon
17% Alpaca, 3% Elastane

Responsibility:

ANIMAL WELFARE

Color:



100378 Light Grey Melange



100675 Black Melange



1710091 Dune Melange

12

COMING SOON!



THE LOGO TEE

13

DKK 300.00 NOK 400.00 SEK 400.00 EUR 39.95 GBP 34.99

Style info:

Style No.

10703777

Quality:

100 % Organic Cotton

Responsibility:

ORGANIC COTTON

Color:



110601 Bright White



100031 Black



THE LOGO SWEAT

14

DKK 650.00 NOK 1,000.00 SEK 1,000.00 EUR 89.95 GBP 79.99

Style info:

Style No.

10703779

Responsibility:

ORGANIC COTTON

Color:



100031 Black

Quality:

100 % Organic Cotton



15

THE DENIM SHIRT

DKK 600.00 NOK 850.00 SEK 850.00 EUR 79.95 GBP 69.99

Style info:

Style No.

10703595

Quality:

100% Lenzing™ Tencel™

Responsibility:



Color:



100055 Medium Blue Vintage Wash



100047 Light Blue Vintage Wash



100634 Grey Wash

16

THE MODAL TEE

DKK 250.00 NOK 350.00 SEK 350.00 EUR 34.95 GBP 29.99

Style info:

Style No.

10703596

Quality:

95% Tencel™ Modal
5% Elastane

Responsibility:



Color:



100031 Black



110601 Bright White



194010 Total Eclipse



THE MODAL TOP

17

DKK 200.00 NOK 300.00 SEK 300.00 EUR 29.95 GBP 25.99

Style info:

Style No.

10703599

Quality:

95% Tencel™ Modal
5% Elastane

Responsibility:



Color:



100031 Black



110601 Bright White



194010 Total Eclipse



18

THE MODAL BLOUSE

DKK 300.00 NOK 400.00 SEK 400.00 EUR 39.95 GBP 34.99

Style info:

Style No.

10703600

Quality:

95% Tencel™ Modal
5% Elastane

Responsibility:



Color:



100031 Black



110601 Bright White



194010 Total Eclipse



THE LEATHER SKIRT

19

DKK 1,000.00 **NOK** 1,500.00 **SEK** 1,500.00 **EUR** 139.95 **GBP** 129.99

Style info:

Style No.

10703578

Quality:

100% Lamb Leather

Responsibility:



Color:



100031 Black



THE ARMY JACKET

20

DKK 800.00 NOK 1,100.00 SEK 1,100.00 EUR 119.95 GBP 99.99

Style info:

Style No.
10703601

Quality:

98% Cotton
2% Elastane

Responsibility:



Color:



101969 Dusty Olive Wash



101970 Dusty Dune Wash



21

THE PUFF BLOUSE

DKK 500.00 NOK 700.00 SEK 700.00 EUR 79.95 GBP 69.99

Style info:

Style No.

10703704

Quality:

50% Tencel™ Modal
46% Polyester, 4% Elastane

Responsibility:



Color:



100031 Black



194010 Total Eclipse



1740141 Titanium Melange



171009 Dune



22

THE SWEAT PANT

DKK 600.00 NOK 900.00 SEK 900.00 EUR 79.95 GBP 69.99

Style info:

Style No.

10703582

Quality:

50% Tencel™ Modal
46% Polyester, 4% Elastane

Responsibility:



Color:



100031 Black



194010 Total Eclipse



1740141 Titanium Melange



171009 Dune



23

THE SWEAT BLOUSE

DKK 500.00 NOK 800.00 SEK 800.00 EUR 69.95 GBP 59.99

Style info:

Style No.

10703583

Quality:

50% Tencel™ Modal

46% Polyester, 4% Elastane

Responsibility:



Color:



100031 Black



194010 Total Eclipse



1740141 Titanium Melange



171009 Dune

24

THE LEATHER PANT



DKK 1,900.00 NOK 2,700.00 SEK 2,700.00 EUR 269.95 GBP 239.99

Style info:

Style No.

10703579

Quality:

100% Lamb Leather

Responsibility:



Color:



100031 Black



171009 Dune



THE COAT

25

DKK 1,900.00 NOK 2,800.00 SEK 2,800.00 EUR 289.95 GBP 239.99

Style info:

Style No.
10703404

Responsibility:

RECYCLED POLYESTER

Color:



100031 Black

Quality:

70% Recycled Polyester
30% Wool

26

COMING SOON!



27

THE TAILORED BLAZER

DKK 1,000.00 **NOK** 1,500.00 **SEK** 1,500.00 **EUR** 139.95 **GBP** 129.99

Style info:

Style No.
10703970

Responsibility:

RECYCLED POLYESTER

Color:



100031 Black

Quality:

52% Recycled Polyester,
41% Polyester, 7% Elastane



28

THE TAILORED HIGH PANT

DKK 700.00 NOK 1,000.00 SEK 1,000.00 EUR 99.95 GBP 89.99

Style info:

Style No.
10703971

Responsibility:

RECYCLED POLYESTER

Color:



100031 Black

Quality:

52% Recycled Polyester,
41% Polyester, 7% Elastane



THE TAILORED PANT

29

DKK 700.00 NOK 1,000.00 SEK 1,000.00 EUR 99.95 GBP 89.99

Style info:

Style No.
10703972

Responsibility:

RECYCLED POLYESTER

Color:



100031 Black

Quality:

52% Recycled Polyester,
41% Polyester, 7% Elastane



30

THE LOGO SWEAT PANT

DKK 550.00 **NOK** 800.00 **SEK** 800.00 **EUR** 79.95 **GBP** 69.99

Style info:

Style No.

10703915

Responsibility:

ORGANIC COTTON

Color:



100031 Black

Quality:

100% Organic Cotton



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KNOW YOUR PERFECT FIT

All women deserve the perfect jeans fit

CUSTOM FIT - Y:

For the female pillar silhouette

- Custom fit is our most used fit - as it fits most of the female silhouettes.

CURVED FIT - X:

For the female hourglass silhouette

- Curved fit has a curved waistband for a better waist fit and has more space in the thighs.

FREE FIT - V:

For the female rose silhouette

- Free fit has more space at the waist.

ESSENTIAL JEANS

Your everyday lifesaver.

All our jeans is made with Better Cotton
- a loving thought to our world.



BetterCotton.org/MassBalance

We partner with Better Cotton to improve cotton farming globally.

EVERLASTING LOVE IN MY CLOSET










THE CELINA ZIP SLIM

31

FIT: CUSTOM // Y

Medium rise
Slim leg
Length 28"
Great recovery

DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:	
10703562	100	90% Cotton, 8% Polyester, 2% Elastane		100061 Dark Blue Wash
10703562	100	90% Cotton, 8% Polyester, 2% Elastane		100055 Medium Blue Vintage Wash
10703562	100	90% Cotton, 8% Polyester, 2% Elastane		100080 Medium Grey Wash
10703562	100	90% Cotton, 8% Polyester, 2% Elastane		100091 White Wash
10703562	100	90% Cotton, 8% Polyester, 2% Elastane		100069 Black Wash
10703565	102	98% Cotton, 2% Elastane		100067 Dark Blue Un-wash
10703566	103	67% Cotton, 28% Polyester, 5% Elastane		100073 Black Un-wash

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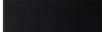
THE CELINA SLIM

FIT: CUSTOM // Y

Medium rise
Slim leg
Length 32"
Great recovery



DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:
10703568	100	90% Cotton, 8% Polyester, 2% Elastane	 100061 Dark Blue Wash
10703568	100	90% Cotton, 8% Polyester, 2% Elastane	 100055 Medium Blue Vintage Wash
10703568	100	90% Cotton, 8% Polyester, 2% Elastane	 100080 Medium Grey Wash
10703568	100	90% Cotton, 8% Polyester, 2% Elastane	 100069 Black Wash
10703567	103	67% Cotton, 28% Polyester, 5% Elastane	 100073 Black Un-wash



THE CELINA HIGH STRAIGHT




33



FIT: CUSTOM // Y

High rise
Straight leg
Length 30" + 32" + 34"
Great recovery

DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:	
10703573	100	90% Cotton, 8% Polyester, 2% Elastane		100061 Dark Blue Wash
10703573	100	90% Cotton, 8% Polyester, 2% Elastane		100055 Medium Blue Vintage Wash
10703573	100	90% Cotton, 8% Polyester, 2% Elastane		100069 Black Wash



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THE MOM XHIGH
STRAIGHT



FIT: CUSTOM // Y

XHigh rise
Straight leg
Length 30"

DKK 700.00 NOK 1,000.00 SEK 1,000.00 EUR 99.95 GBP 89.99

Style No.	Quality No.	Quality:	Color:
10703606	107	93% Cotton, 5% Polyester, 2% Elastane	 100062 Dark Blue Retro Wash
10703606	107	93% Cotton, 5% Polyester, 2% Elastane	 100054 Medium Blue Retro Wash
10703606	107	93% Cotton, 5% Polyester, 2% Elastane	 100070 Black Retro Wash







THE REGITZE HIGH
STRAIGHT

35

FIT: CURVED // X

High rise
Straight leg
Length 32"
Curved waistline
Great recovery

DKK 700.00 NOK 1,000.00 SEK 1,000.00 EUR 99.95 GBP 89.99

Style No.	Quality No.	Quality:	Color:	
10703570	100	90% Cotton, 8% Polyester, 2% Elastane		100061 Dark Blue Wash
10703570	100	90% Cotton, 8% Polyester, 2% Elastane		100055 Medium Blue Vintage Wash
10703570	100	90% Cotton, 8% Polyester, 2% Elastane		100069 Black Wash
10703571	102	98% Cotton, 2% Elastane		100067 Dark Blue Un-wash

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COMING SOON!

37




THE CELINA ZIP HIGH SLIM

FIT: CUSTOM // Y

High rise
Slim leg
Length 28"
Great recovery



DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:	
10703574	101	98% Cotton, 2% Elastane		100063 Dark Blue Vintage Wash
10703574	101	98% Cotton, 2% Elastane		100056 Medium Blue Random Wash
10703574	101	98% Cotton, 2% Elastane		100071 Black Vintage Wash






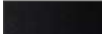
THE FIOLA SLIM

38

FIT: FREE // V

High rise
Slim leg
Length 31"
More space in waistline
Great recovery

DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:	
10703569	100	90% Cotton, 8% Polyester, 2% Elastane		100061 Dark Blue Wash
10703569	100	90% Cotton, 8% Polyester, 2% Elastane		100055 Medium Blue Vintage Wash
10703569	100	90% Cotton, 8% Polyester, 2% Elastane		100080 Medium Grey Wash
10703569	100	90% Cotton, 8% Polyester, 2% Elastane		100069 Black Wash

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THE CELINA
HIGH SLIM

FIT: CUSTOM // Y

High rise
Slim leg
Length 28"
Great recovery



DKK 700.00 **NOK** 1,000.00 **SEK** 1,000.00 **EUR** 99.95 **GBP** 89.99

Style No.	Quality No.	Quality:	Color:
10703810	101	97% Cotton, 3% Elastane	 100045 Light Blue Wash
10703810	101	97% Cotton, 3% Elastane	 100056 Medium Blue Random Wash





THE CELINA ZIP TORN

40

FIT: CUSTOM // Y

Medium rise
Slim leg
Length 28"
Great recovery

DKK 700.00 NOK 1,000.00 SEK 1,000.00 EUR 99.95 GBP 89.99

Style No.	Quality No.	Quality:	Color:	
10703575	100	90% Cotton, 8% Polyester, 2% Elastane		100055 Medium Blue Vintage Wash
10703575	100	90% Cotton, 8% Polyester, 2% Elastane		100069 Black Wash



MY ESSENTIAL WARDROBE

Fabrics

ORGANIC COTTON

Facts

Organic cotton is a natural fiber, that comes from the cotton plant, produced to organic agricultural standards.

The benefits

- No toxic chemicals are used in the growing of organic cotton
- Better health for farmers, since they are not exposed to toxic chemicals in the field or through their food and water supply
- Reducing poverty for cotton farmers and workers on cotton farms through higher yields
- The farming methods support biodiversity and healthy ecosystems, which improve the quality of soil.

Common challenges

- High usage of water
- The cost is higher than conventional cotton

ORGANIC COTTON

BETTER COTTON

Facts

Better Cotton is the world's largest cotton sustainability programme, who's mission is to help cotton communities survive and thrive, while protecting and restoring the environment. 2021, Better Cotton offered training to over 2.7 million cotton farmers in 23 countries. Better Cotton Farmers are trained to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers rights and wellbeing.

The benefits

- Increasing the transparency of the cotton supply chain
- Price and availability

To earn a Better Cotton license, farmers must show that they follow below six principles:

- Minimizing the use of toxic pesticides
- Water is used efficiently
- Improves health of the soil
- Protecting natural habitats and biodiversity
- Preserving and caring for the health of the fibre
- Promoting better working conditions

Common challenges

- Communication on not being 100% organic

ANIMAL WELFARE

Facts

Merino brings its properties of moisture management, odour control and comfort. transmits heat effectively to keep temperatures down and is comfortable against the skin. The Wool is produced with protecting welfare of the sheep and the land they graze on.

The benefits

- Lightweight – cool /heat– comfortable
- Wool made from animal welfare certified farms.
- ensure sheep are treated with respect to their freedom and ensure best practices in management and protection of the land.

Common challenges

- High cost

ANIMAL WELFARE

RECYCLED POLYESTER

Facts

Recycled polyester is a material that has been recycled from used materials. The most common source of raw materials for recycled polyester is old PET bottles and raw material waste from manufacturing industry.

The benefits

- Lessens our dependence on petroleum as a source of raw materials
- Requires 33% to 53% less energy than virgin fiber
- Keeps bottles out of landfills
- It is recyclable

Common challenges

- Microplastics released when washed

RECYCLED POLYESTER

LENZING™ TENCEL™ / MODAL

Facts

Tencel™ fibers are derived from sustainable wood sources, harvested from certified and controlled sources. Tencel™ fibers are produced in an environmentally responsible closed loop production process (based on solvents spinning).

The benefits

- The fibers are derived from sustainable wood sources.
- 99% of the water and solvents used in production are recycled and used again.
- The pulp is dissolved in a non-toxic organic solvent
- The manufacturing process is reasonably low in water intensity and reasonably low in energy intensity
- The solvent is recycled in a closed-loop process which results in low emissions
- 95% of the chemicals used are recycled during production.
- CO2-neutral since the production process is integrated with cellulose recovery

Common challenges

- The cost is higher
- The quality of the fiber does not match the conventional viscose



MERINO WOOL / LENZING™ TENCEL™

Facts

Merino and Tencel™ make a perfect natural combination – Merino brings its properties of moisture management, odour control and comfort. Tencel™ wicks moisture, transmits heat effectively to keep temperatures down and is comfortable against the skin. Lenzing™ Tencel™ also enhances merino wool lust and cool, silky handfeel.

The benefits

- Lightweight – cool – comfortable
- Lenzing™ Tencel™ produced from fibre of eucalyptus trees so the Merino/Tencel™ blend yarns are entirely naturally based, renewable and biodegradable
- Wool made from animal welfare certified farms.

Common challenges

- High cost



LEATHER WORKING GROUP

Facts

Leather Working Group (LWG) is a multi-stakeholder group interested in the leather industry, The group works for improvement in the leather manufacturing industry and promotes sustainable environments.

The benefits

- Creating alignment on environmental priorities
- Best practices and providing guidelines
- Promotes sustainable environments on tanneries
- Traceability back to leather tanneries
- Leather tested for toxic chemicals

Common challenges

- No transparency on animal welfare



STYLE IS ALWAYS IN FASHION

- Sustainability thinking
- Better liquidity - we cover the stock risk and costs
- A minimum of stock
- A better turnover / never on sale
- High quality / good prices

MY
ESSENTIAL
WARDROBE

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Retail prices are recommended