




AUTUMN 25

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## AUTUMN 2025

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Step into a celebration of our latest collection and immerse yourself in the core values that guide every decision we make—from design to delivery.

We proudly present our key items for the season, seamlessly blending timeless designs with the latest innovative trends. Discover our foundational story in the brand introduction, offering insight into the creativity and passion that drive us forward.

Explore our carefully curated Never Out of Stock (NOOS) collection, designed to ensure your favorite styles are always available. Delve into our sustainability certifications—a testament to our commitment to responsible creation and reducing our environmental footprint.

We hope this inspires you and connects you to the essence of Minus.

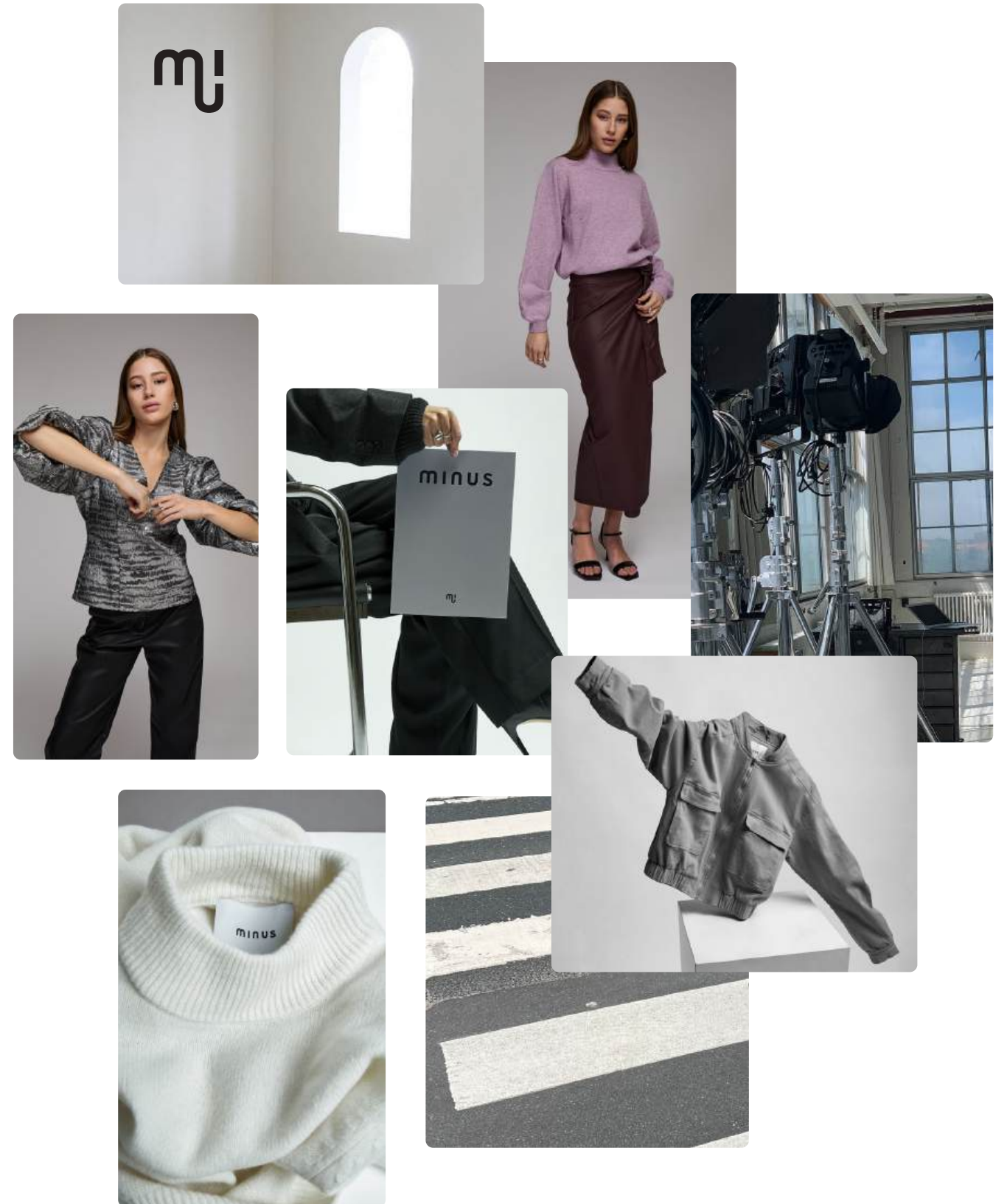


**DISCOVER YOUR NEW WARDROBE WITH US  
WE'VE BEEN WAITING FOR YOU.**

## BRAND STORY

Minus is your one-stop styling destination, where our Scandinavian roots meet a modern, feminine take on the latest trends. We design a full wardrobe tailored to your everyday needs, blending playful, trend-driven styles with timeless classics, crafted with a focus on quality and sustainability.

Our collections offer an effortless balance between everyday essentials and unique statement pieces—all designed to embrace your individuality.



## REDEFINE TOGETHER – OUR RESPONSIBILITY

We care passionately for our planet and the people on it. Therefore, we have started a journey towards becoming more sustainable. Every day we are committed to redefine the way we do business. We call it “Redefine together – our responsibility”.

## OUR VALUES

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We are attentive - Our customers and supporters are our business, so they always get our full attention. We believe in maintaining close and long-lasting relationships.

We redefine - We love to turn things upside down and are passionate about developing as a company to remain inspirational and on trend.

We are female power - Our entire foundation is built on female power. The feminine and soft values combined with a professional approach makes us a strong and different player on the market today.

NEVER OUT OF STOCK



## NOOS

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At Minus, we put a special effort into creating the best versions of the essential items we believe every woman should have in her wardrobe. We wish to create everything from basic tees and tops to must-have roll neck knits and the perfect oversized white shirt. Exactly the items you need for creating effortless and cool everyday outfits.

We aim to ensure that our customers always have these basic key items in their stores. We follow up on the most popular styles to ensure that we update our NOOS collection continuously, adding styles with a proven track record. The risk is ours from the moment you sign up for our NOOS program. This ensures easy replenishment and fast deliveries.

- Low risk & low stock level = better cash flow
- Products with a proven sell through
- Competitive retail prices
- Sustainable fabrics and yarns
- All available in a wide range of both basic and seasonal colours



## GRS CERTIFIED

Global recycling standard certification verify recycled materials in a specific product, and thereby ensures tailers and consumers. In order to obtain GRS certification, all companies involved in the manufacture and operation of your products, including semi-finished suppliers, must also comply with the GRS standards.



## GOTS CERTIFIED

The Global Organic Textile Standard is one of the most extensive certifications within the textile industry, covering the whole supply chain. The cotton is organic and produced with only low impact chemicals. Working conditions are audited and workers rights are protected in GOTS certified facilities.

## HOW WE CARE

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To ensure a responsible production of our styles, we are committed to our policies and code of conducts. These documents are agreements made with our suppliers, so we can for instance ensure human and labour rights, with special attention to gender equality, anti-corruption and bribery.

### Code of Conduct

Our company is committed to avoiding and addressing adverse impacts on the basic principles for social, environmental, and economic development that we cause, contribute, or are linked to via our business relationships. Therefore, we seek to ensure that our own company as well as our suppliers operate in accordance with the requirements of the enclosed Code of Conduct, and thereby, we work towards alignment with the internationally recognized principles for sustainable development.

### CSR Policy

Our business activities and supply chain involve many people globally, and our sustainability work also covers decent working conditions, animal welfare and chemical management. We have outlined 3 main areas, which cover our initiatives in our work towards becoming more sustainable and responsible.

- Environmental and chemical
- Human and labour rights with special attention to gender equality
- Anti-corruption and bribery



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As we step into Autumn 2025, we are proud to unveil our latest collection: "Refined Expression." This season, we celebrate a bold interplay of contrasts, merging timeless sophistication with daring elements that push the boundaries of contemporary style.

Our collection is defined by the perfect balance of understated luxury and artistic flair, featuring indulgent fabrics and subtle detailing that exude quiet elegance. Statement pieces come to life through graphic animal prints, adding a modern edge with their striking yet refined patterns. The spirit of 70's heritage vibe is woven throughout, with retro-inspired silhouettes, flared shapes, and artisanal textures that pay homage to this iconic era. A palette of rich dark shades grounds the collection, with deep burgundies, inky blues, and shadowy greens infusing every piece with an air of mystery and sophistication.

With "Refined Expression," we offer a wardrobe that blends sophistication and self-expression, perfect for those who seek to stand out with grace and intention.





MSAYA SHORT JACKET - MI6789  
MSAYA MID WAIST PANT - MI6774



MSAYA JUMPSUIT - MI6773







MSROXANNA JACKET - MI6740  
MSCALLY ROLL NECK LONG SLEEVE TOP - MI5710  
MSBORA FOLD UP PANT - MI6777



MSKENNA KNIT CARDIGAN - MI6745



MSOLENNA SHORT DRESS - MI6788



MSOLENNA JACKET - MI6795  
MSOLENNA HIGH WAIST PANT - MI6787







MSLUCILLE KNIT PULLOVER - MI6817  
MSTIA MID WAIST PANT - MI6741



MSKATARINA BLAZER - MI6783  
MSCALLY ROLL NECK LONG SLEEVE TOP - MI5710  
MSBORA FOLD UP PANT - MI6777



MSAYA SHIRT - MI6776  
MSAYA MID WAIST PANT - MI6774





MSMATILDA KNIT CARDIGAN - MI6806  
MSANNASOFIE PANT - MI6772



MSVICENTA ROUND NECK TOP - MI6734



MSSINNA KNIT PULLOVER - MI6727  
MSMARCIA SHORT SKIRT - MI6763



MSKATHARINA KNIT PULLOVER - MI6744







MSDOROTHEA JACKET - MI6779  
MSLUCILLE KNIT PULLOVER - MI6817  
MSBORA FOLD UP PANT - MI6777



MSCLOVER SHORT COAT - MI6710  
MSKRISTI KNIT PULLOVER - MI6747  
MSBORA FOLD UP PANT - MI6777



MSLIREA LACE BLOUSE - MI6759







MSNALIMA MIDI DRESS - MI6731



MSNALIMA LONG SLEEVE T-SHIRT - MI6765  
MSBORA FOLD UP PANT - MI6777





MSNAOMI KNIT VEST - MI6751  
MSMARABELLA MID WAIST PANT - MI6761



MSMARABELLA BOMBER JACKET - MI6760  
MSMARABELLA MID WAIST PANT - MI6761





MSFILUCCA KNIT CARDIGAN - MI6726  
MSDILARA MID WAIST JEANS - MI6869



MSLUCILLE KNIT PULLOVER - MI6817  
MSDOROTHEA MIDI SKIRT -MI6780



MSTRACY COAT - MI6819  
MSPAMMIE T-SHIRT- MI6804  
MSBORA FOLD UP PANT - MI6777



MSPAMMIE T-SHIRT- MI6804  
MSBORA FOLD UP PANT - MI6777









MSGAMORA SHORT JACKET - MI6737  
MSCATHY GOTS TEE - MI4811  
MSBORA FOLD UP PANT - MI6777



MSJENNI SHIRT - MI6781  
MSBORA FOLD UP PANT - MI6777



MSKRISTI KNIT PULLOVER - MI6747  
MSBORA MID WAIST PANT - MI6552



MSALDA FAUX FUR VEST - MI6708  
MSKRISTI KNIT PULLOVER - MI6747  
MSBORA MID WAIST PANT - MI6552







MSMIRELLE SHORT JACKET - MI6867



MSJUDINE BLAZER - MI6738  
MSJUDINE HIGH WAIST PANT - MI6739





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