# SHEPHERD MAGAZINE

GENUINE • HANDCRAFTED • SCANDINAVIAN DESIGN

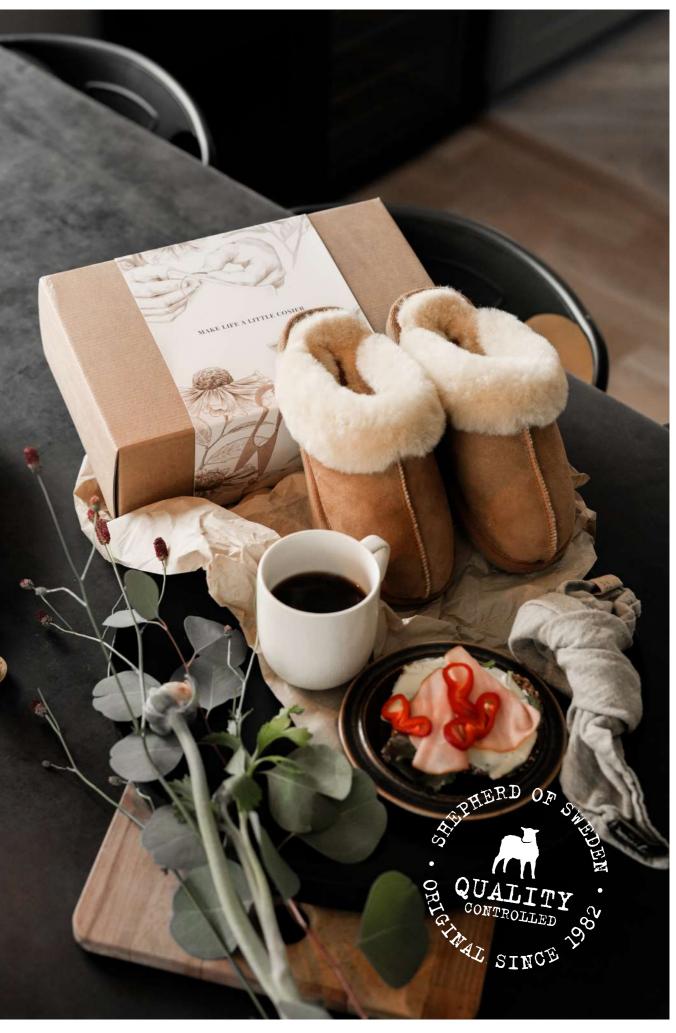
## The beauty of unexpected kindness

Creating memories through genuine giving

## Something for every season

A full circle of timeless comfort







## **Bobo and Marita**

Meet two of the latest additions to our collection. Bobo is a sleek and comfortable slip-in slipper, crafted from leftover sheepskin to create a unique patchwork design—no two pairs are alike. A perfect choice for those who appreciate both sustainability and timeless style. Marita is a round wool cushion, finished with a decorative sheepskin button. Filled with soft wool fibers, it brings warmth and texture to any space. Available in four colors.



Λ

### Tracy - Natural comfort

The sandal collection from SHEPHERD<sup>®</sup> blends the beauty of natural materials with a contemporary edge. Designed for effortless style, these sandals complement any outfit while offering exceptional comfort. With a soft, supportive sole, they're perfect for city strolls, beachside escapes, or simply unwinding at home.



### Shamone - a stylish new addition

Step into winter with Shamone, the latest statement piece from SHEPHERD<sup>®</sup>. Crafted from luxurious long-haired sheepskin, this elegant boot is designed to elevate your cold-weather wardrobe. Whether strolling through a snowy city or embracing the charm of a ski resort, Shamone is your perfect companion for the season.

## Where elegance comes naturally, and comfort is timeless

We believe that true luxury lies in the experience. The embracing feeling of a pair of sheepskin slippers, the quiet comfort of a wool blanket, or the serene beauty of a sheepskin rug gracing your home. Each of our products is more than just a piece of craftsmanship. It's a connection to nature, a moment of tranquillity, and a testament to timeless Scandinavian design.

For decades, we have been guided by a single principle: To create with care and precision. Our artisans, with hands skilled by years of dedication, transform the finest natural materials into products that not only serve a purpose, but elevate your everyday life. It's in the way the materials adapt to your body's temperature, providing warmth in the cold and coolness in the heat. It's in the way our designs seamlessly blend the traditional with the modern, creating pieces that are elegant, current and enduring.

Every stitch and every detail are crafted with the utmost care - because we understand that true quality is not just seen, but felt. It's knowing that what you hold in your hands, or wrap around yourself, has been made with passion, skill, and an unwavering commitment to excellence. To bring nature's finest materials into your home, creating not just products, but experiences.

Welcome to the world of SHEPHERD<sup>®</sup>. Where elegance comes naturally, and comfort is timeless.





# The beauty of unexpected kindness



**Creating memories through genuine giving** While many reserve gift-giving for Christmases and birthdays, it doesn't mean it needs to be confined to these more predictable moments. On the contrary. The essence of kindness lies in moments of unexpected generosity, when a considerate gesture is made without anticipation.

A thoughtful present for a neighbour, a cosy autumn rug for grandma, a blanket for your partner on a rainy Monday, or summer slippers as a housewarming gift for your best friend. These small acts of thoughtfulness have a way of leaving a lasting impression, creating moments where someone feels truly seen and valued.

But the true beauty of such kindness is the sincerity behind it. It's about caring for people in an everyday life, enriching not just the lives of others, but our own as well.









# Our responsibility

At SHEPHERD<sup>®</sup>, we are committed to creating high-quality, ong-lasting, trans-seasonal pieces with precise craftsmanship and low-impact output in mind.

Aug. 81/701

**Animal welfare** is as important to us as the quality of an approved SHEPHERD<sup>®</sup> product. Therefore, we require our suppliers to maintain and follow our Shepherd Code of Animal Treatment. So, when you buy a SHEPHERD<sup>®</sup> product, you know it has been created with care. Read more about our responsibilities here.

As a company, it is our responsibility to learn, grow, and improve as much as we can, with the natural and genuine being the essence of everything we do. We believe transparency is indispensable and we strive to always be a better version of ourselves, with progress over perfection. To do so we must make conscious choices every day. That is why this work is at the top of our agenda.

#### PLANET

Our ambition is to focus on the processes where we can make the greatest impact, and it is in the production phase we leave our biggest ecological footprint.

Therefore, initiatives include, but are not limited to:

- Implementation of a modern wastewater treatment facility together with our main supplier in North Macedonia, enabling partial water reuse.
- A longstanding commitment to plastic-free operations, carefully selecting our packaging and labelling solutions.
- Optimisation of packaging and ensuring that our transports are always fully loaded.
- Creating a patchwork collection with unique pieces made from left over materials from our regular production, in order to minimize waste.



#### PRODUCT

We design our products with longevity in mind and choose the materials with great care.

Our sheep-and lambskin, sourced from countries such as Australia, New Zealand, England, Sweden, Norway, and the Faroe Islands, is a by-product of the meat industry, thus preventing waste. We then select skins for our sheepskin and wool production based on key criteria including wool density, wool structure, and leather quality, collaborating exclusively with trusted suppliers to ensure impeccable standards. This also includes complying with REACH regulations, and having our products tested by the independent research institute SATRA in the UK.

#### PEOPLE

We know that to be able to go far, we must go together and look for new ways to improve. Therefore, we maintain long term relationships with all our suppliers, fostering trust and deep understanding.

All our products are manufactured within Europe, and our customers can trust that every SHEPHERD® product is made under fair working conditions. This assurance is underpinned by our Shepherd Code of Conduct, based on ILO conventions, and our commitment to engage only with suppliers who adhere to these standards.





Extend the lifecycle of your SHEPHERD<sup>®</sup> pieces by following the proper care and maintenance guidelines provided here.



# Something for every season

### A FULL CIRCLE OF TIMELESS COMFORT

When you think of SHEPHERD<sup>®</sup>, you may think of winter. Cosy sheepskin rugs, soft wool blankets, warm shoes for the outdoors, classic handmade mittens, and our signature product - the sheepskin slipper. And this is of course a significant part of who we are. But in fact, SHEPHERD<sup>®</sup> offers something for every season.



## A new beginning every breeze

Spring and summer with SHEPHERD®

As the slow and dark days of winter fade, the promise of summer begins to shimmer on the horizon. Waking up to sunlight streaming through your window. Stepping outside with only sandals, pyjamas and a soft blanket. The season of new beginnings is here. And we couldn't be more ready for it.

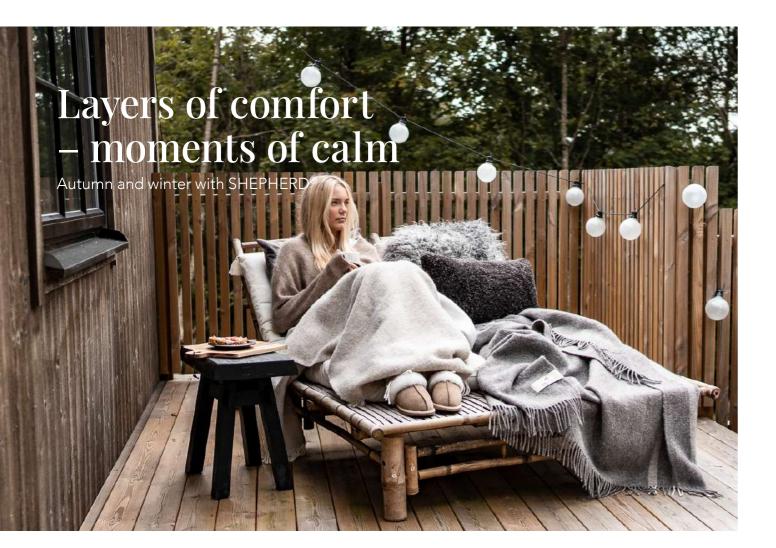
Spring evokes a feeling of hope. The time of hibernation is over, and nature's gentle patience begins to reveal its rewards. The preparations for summer are well underway, leaving us nothing but energised.

We spend more time out and about, as the world awakens from its slumber. From silence to chirping birds, buzzing bees, and softly murmuring streams. From heavy winter layers to light jackets, sunglasses, and sandals. That feeling of going to and from work in day light instead of darkness. From a city covered in grey to clear blue skies, new green grass and pink cherry blossoms lining the streets.

The time we do spend indoors is touched by the spirit of spring. The table mats' best friend is now a bouquet of tulips, daisies, and lilies in a beautifully mis-matched colour



- combination. We leave windows open a bit longer, allowing fresh air to flow freely, as the chill of winter gives way to the warm summer breeze.
- Soft wool blankets and cozy pillows remain essentials, but their purpose evolves with the season. Perhaps they accompany a morning picnic by the lake, a late afternoon with friends on the porch, or a backyard camping adventure with the kids.
- Indeed, this season evokes a feeling of hope. With a new beginning in every breeze.

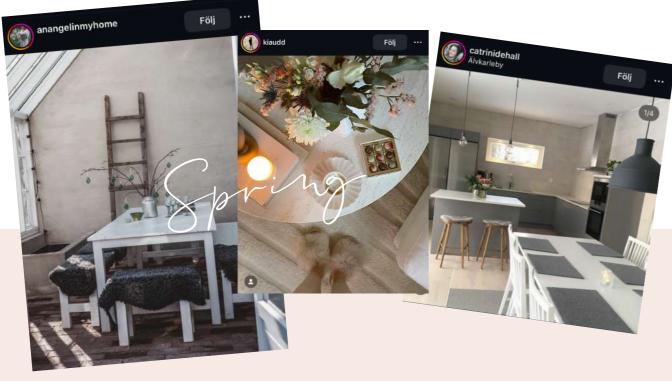


As summer gracefully transitions into autumn, the air becomes crisper, the days shorter, and a cosiness begins to settle in. Nature wraps itself in vibrant hues, and the first hints of winter is slowly creeping in. So, pour yourself another cup and embrace the season of rich colours and snow-dusted landscapes with soft slippers, luxurious blankets, and plush, nap-friendly pillows. Some say it's the beginning of darkness. But perhaps it's just the sunlight taking on a softer, more serene form. A gentler glow that mirrors the peaceful feeling spreading through your body and soul – and all through the home. Light a fire, nestle into the couch, and lose yourself in your favourite blanket. Drift off during a movie without any guilt. Indulge in hearty comfort food made from seasonal ingredients. Bake an apple pie and gather around the table for board games with loved ones.

While the days might still be sunny, the afternoons and evenings bring a perfect chill, urging you to reach for your favourite knitted sweater. Thick wool blankets and cosy pillows find their way back, as tealights flicker in every room.

Despite the hustle and bustle of work, school, and daily activities, this season brings a welcoming calm. It's a time for layering, enjoying a sunlit coffee break during the day, and unwinding with a warm bubble bath, a good book, and sheepskin slippers at night. The rhythms of everyday life begin to feel just right again. An everyday life that is coloured by a filter that feels familiar, pleasant, and easy to fall in love with.

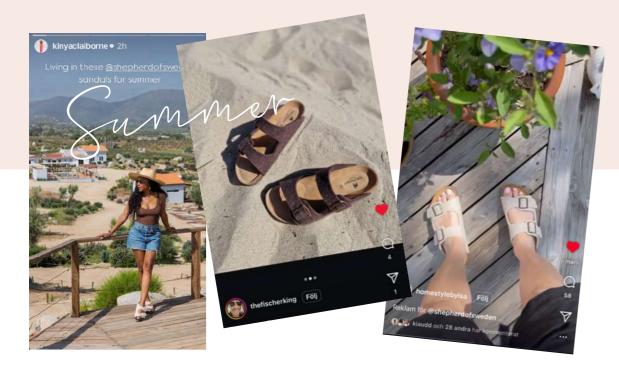


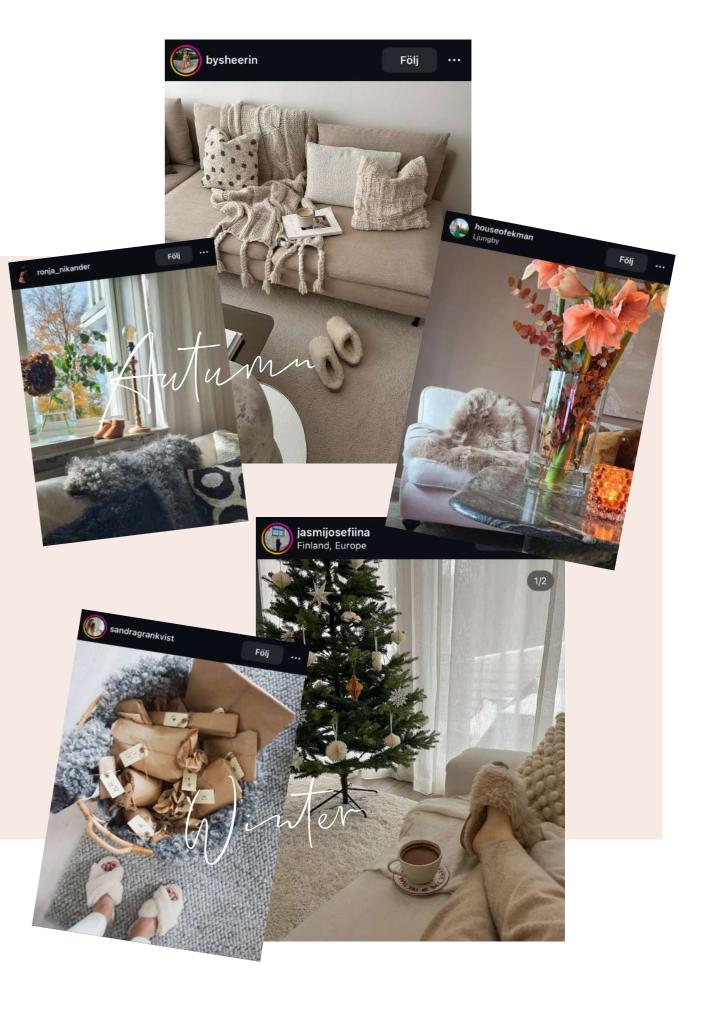


## # shepherdof sweden

SEE IT – FEEL IT – BE INSPIRED

Join our community on social media to be inspired by our wide range of products and how they are styled in homes around the world. Share your own SHEPHERD® moments and connect with fellow enthusiasts who appreciate the beauty and quality of natural materials.Welcome to a world of elegance and comfort. Welcome to SHEPHERD® online.





Sheepskin naturally "breathes" for optimal comfort.

Sheepskin is naturally temperature-regulating.

400

## Crafted by nature

Wool fibres are naturally breathable and can absorb moisture without leaving you feeling damp. This also helps carrying away bad odours.

Wool is hypoallergenic and sheepskin has antibacterial properties.

Wool stimulates blood circulation, and lanolin, found naturally in sheep wool, is often used in skincare products for its healing effects.

Lanolin has dirt-repellent qualities, making our products easy to maintain in pristine condition without frequent washing.

## Embrace the unique qualities of sheepskin and wool

At the heart of every SHEPHERD® product, you'll find the exceptional material of sheepskin and wool. These materials possess unique qualities, with a feeling and comfort that is superior all other materials.

Sheepskin, one of nature's softest and finest materials, ensures our shoes and slippers are versatile and comfortable enough to wear from early morning walks to after-dinner strolls, and even during a busy day at the office. The material adapts to your temperature, keeping you warm in the cold and cool in the heat, making it a favourite year-round indoors or outdoors, while you remain comfortable and stylish. Working with sheepskin never ceases to enthral us. The living structure, and the movement in its texture, make each product unique. Naturally.

Where you are if where Damhome

What does a brand sound like? We asked composer Hugo Andersson to interpret SHEPHERD® into music for us. The song is now on Spotify for all to enjoy.

Hugo Andersson is a 24-year-old singer-songwriter from Borås. After two years at the renowned songwriting school Musikmakarna in Örnsköldsvik, Hugo has released several singles that have collectively been streamed over 1 million times.

To work with a brand like Shepherd, was truly fun and enjoyable. We always had Shepherd slippers at home but I never paid much attention to them. They have always been there as a natural part of our home though. So, when I got the question about writing a song for them, I directly connected with the feelings from my childhood and our home. Then it all came easy.





Listen to Shepherd

#### More of Hugo

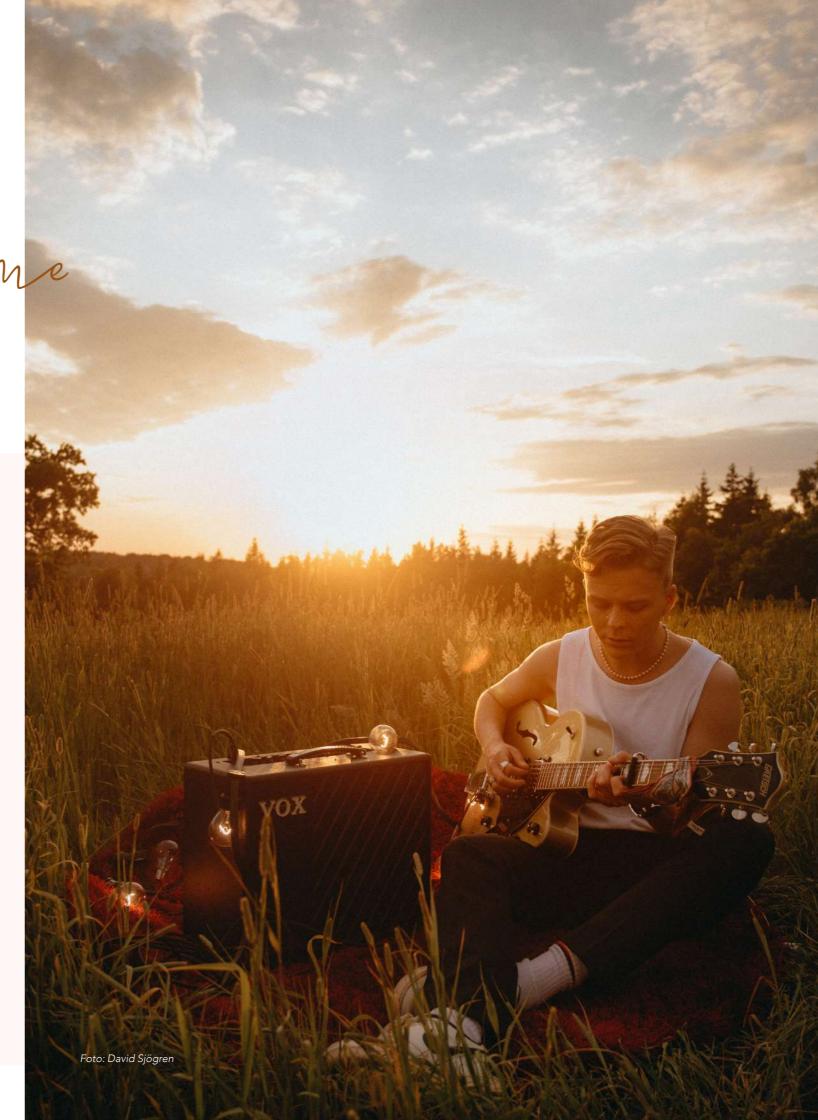
#### SHEPHERD

Come lay your head to rest There's space upon my chest Gather around the fire Where loose ends becomes a wire We carry cargo well Doesn't mean we don't need help Thank you, for friends and family

Through all the summers And all the winters You'll be the better piece of me You'll be the slow burn If anything hurts Oh you're the comfort One touch of you and I'm at ease Where you are is where I am home

Like moss upon a stone That's how we're growing old Keep holding on together Through clouds and change of weather And the autumn leaves Will peacefully Be falling to the ground, we know But we're standing tall

Through all the summers And all the winters You'll be the better piece of me You'll be the slow burn If anything hurts Oh you're the comfort One touch of you and I'm at ease Where you are is where I am home



# SHEPHERD® OF SWEDEN