

SHEPHERD

MAGAZINE



GENUINE • HANDCRAFTED • SCANDINAVIAN DESIGN

The beauty of
unexpected kindness

Creating memories through genuine giving

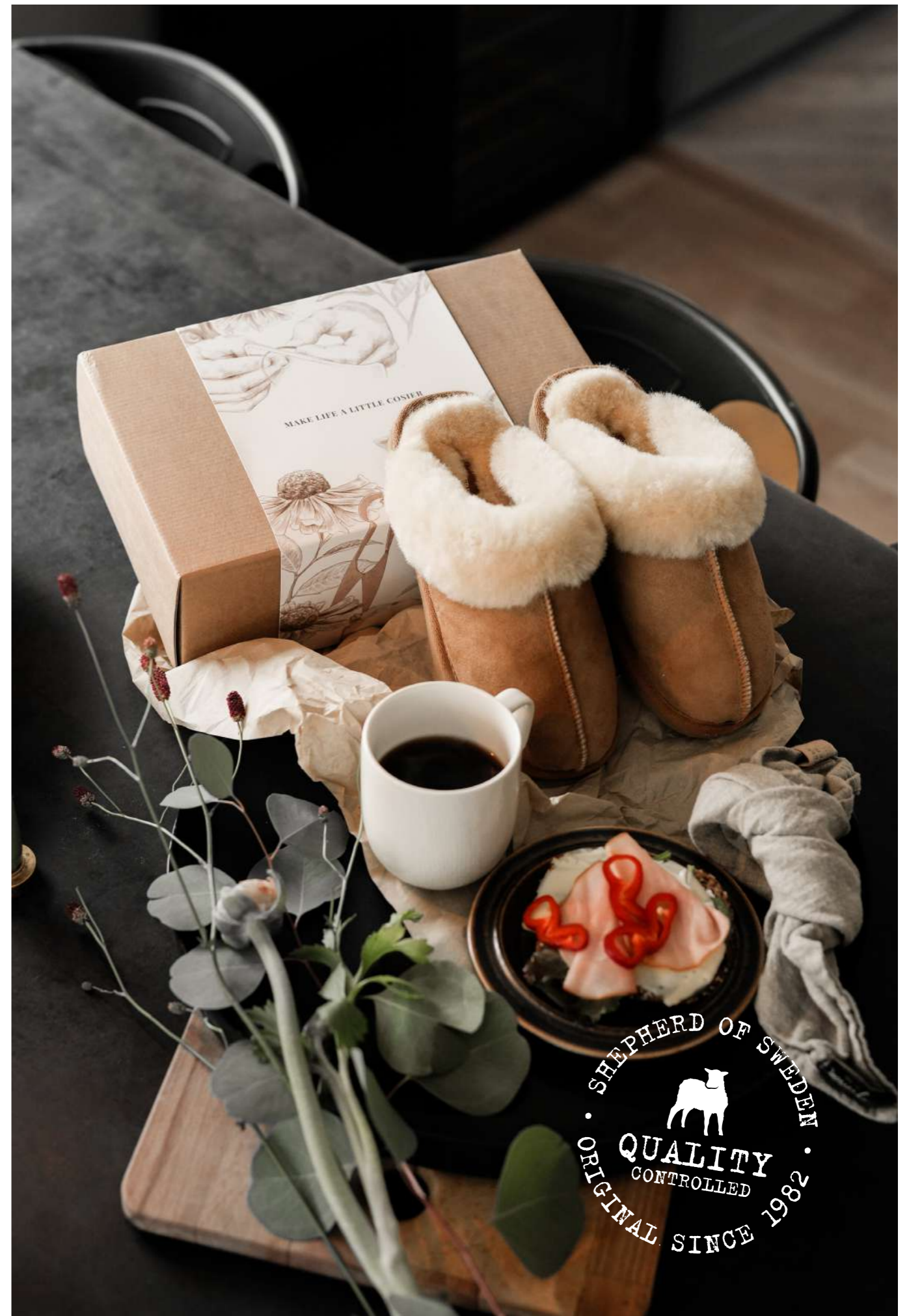
Something for every season

A full circle of timeless comfort



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SHEPHERD OF SWEDEN
QUALITY CONTROLLED
ORIGINAL SINCE 1982

Where elegance comes naturally, and comfort is timeless



Roma - Natural comfort

The Scandi ease collection from SHEPHERD® blends the beauty of natural materials with a contemporary edge. Designed for effortless style, these suede clogs 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.

Randy - Scandinavian calm

A warm and versatile addition to our interior collection. Crafted from genuine sheepskin, its striped pattern and round shape bring warmth and character to any home. Inspired by Scandi ease, Randy combines natural materials with timeless craftsmanship to create a piece that feels as good as it looks.



Petra - a trendy statement

Refined yet relaxed, the latest loafer from SHEPHERD®. Crafted from soft suede, it's designed for days that move easily from city streets to quiet moments at home. A timeless silhouette that blends Scandi ease with modern design.



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®. 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.

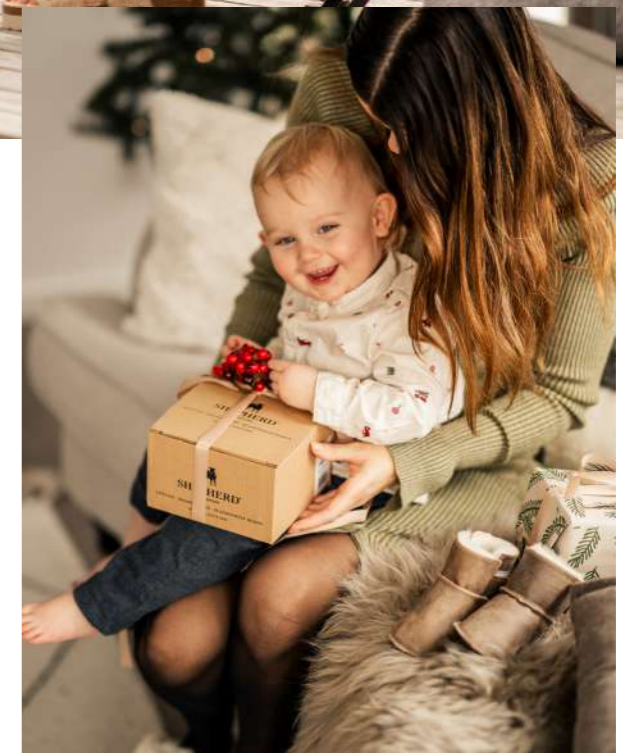
But the true beauty of such kindness is the sincerity behind it. It's about caring for people in an everyday life, enriching not just the lives of others, but our own as well.





Something for everyone

Our wide range includes slippers, shoes, and sandals for men, women, and children, available in sizes from 16 to 50. Complementing our footwear is an elegant interior collection and carefully crafted accessories, offering timeless comfort for every corner of life.



Our responsibility

At Shepherd of Sweden, we are committed to creating high-quality, long-lasting, trans-seasonal pieces with precise craftsmanship and low-impact output in mind.

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.

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



OUR RESPONSIBILITY

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, UK, 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 and SKS globally.

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.

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® 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®, you may think of winter. Cozy 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® offers something for every season.

From light wool sandals to soft accessories and now, from 2026, a new collection in suede, each piece is designed to bring natural comfort all year round. A gentle evolution, true to our craft and vision.



A new beginning in every breeze

Spring and summer with SHEPHERD®

As winter fades, life gently moves outdoors. The day begins with open terrace doors, soft pyjamas, and a blanket draped over your shoulders. Open-toe slippers find their way to the doorstep, suede sandals by the stairs, waiting for sun-warmed streets and garden paths. Spring reminds us to slow down, to breathe, to begin again.

With longer days and lighter air, our routines shift. The felted table mats meet handpicked tulips in mismatched tones. Fresh air flows through open windows as the scent of early summer settles in.

A rolled-up natural sheepskin is easily carried outside, for breakfast in the sun, or stargazing with the kids on a quiet evening. Indoors and out, comfort remains a constant. Wool cushions, blankets, and soft accessories adapt to the season, adding warmth to cool evenings and softness to every surface. Sandals in suede and wool take you from errands to lazy lunches. Everything crafted to follow you through the rhythm of spring and summer.

Soft wool blankets and cozy pillows remain essentials, but their purpose evolves with the season. Perhaps a pouffe that's easy to carry out on the terrace for an afternoon with friends. Or a soft seat pad placed on the sun-warmed steps, turning everyday spots into places to linger. These light and tactile pieces move effortlessly with you.

And as we move between places and moments, our bags become quiet companions, roomy enough for a picnic by the lake, elegant enough for a springtime stroll through the market. In every detail, a blend of purpose and softness. This season, with every breeze, comes a new beginning. And with it, the quiet luxury of feeling truly at home, wherever you are.

Layers of comfort – moments of calm

Autumn and winter with SHEPHERD®



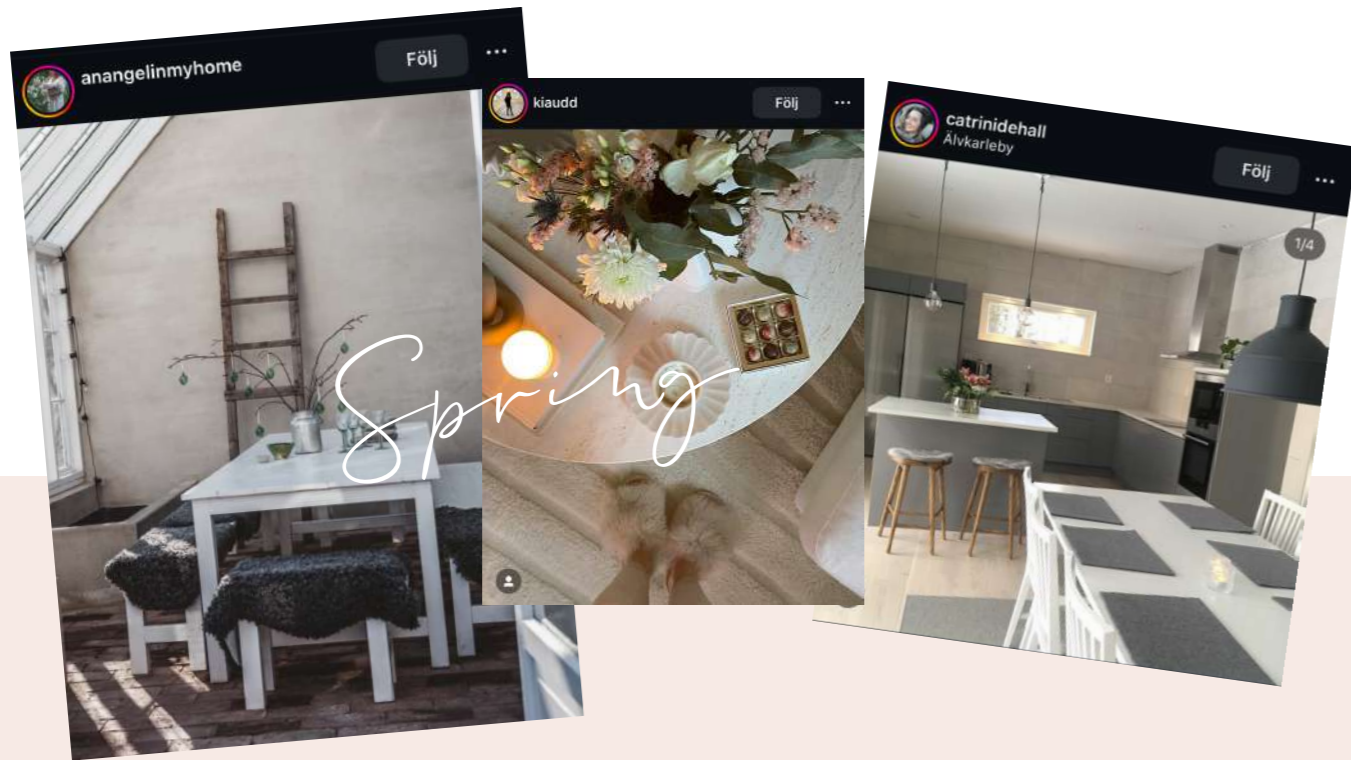
As summer gives way to autumn, the air turns crisp and light softens. Nature glows in golden tones, and the first whispers of winter drift in. It's the season for warm drinks, quiet moments, and thoughtful layers. Our outdoor shoes with soft sheepskin lining, paired with shearling hats and handmade mittens, make every step outside feel like a warm embrace.

Indoors, comfort takes centre stage. A classic sheepskin draped across the sofa or placed at the foot of the bed creates instant warmth and texture. A pouffe becomes the perfect extra seat during movie nights or slow breakfasts by the window. It's not just about keeping warm, it's about creating a space that feels inviting, lived-in, and lovingly layered.

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 evenings invite a slower pace. Candles flicker in every corner, woollen throws return to armchairs, and your favourite sheepskin slippers become a daily essential. Even in the midst of busy routines, this season wraps everyday life in a sense of calm – familiar, grounding, and quietly joyful.

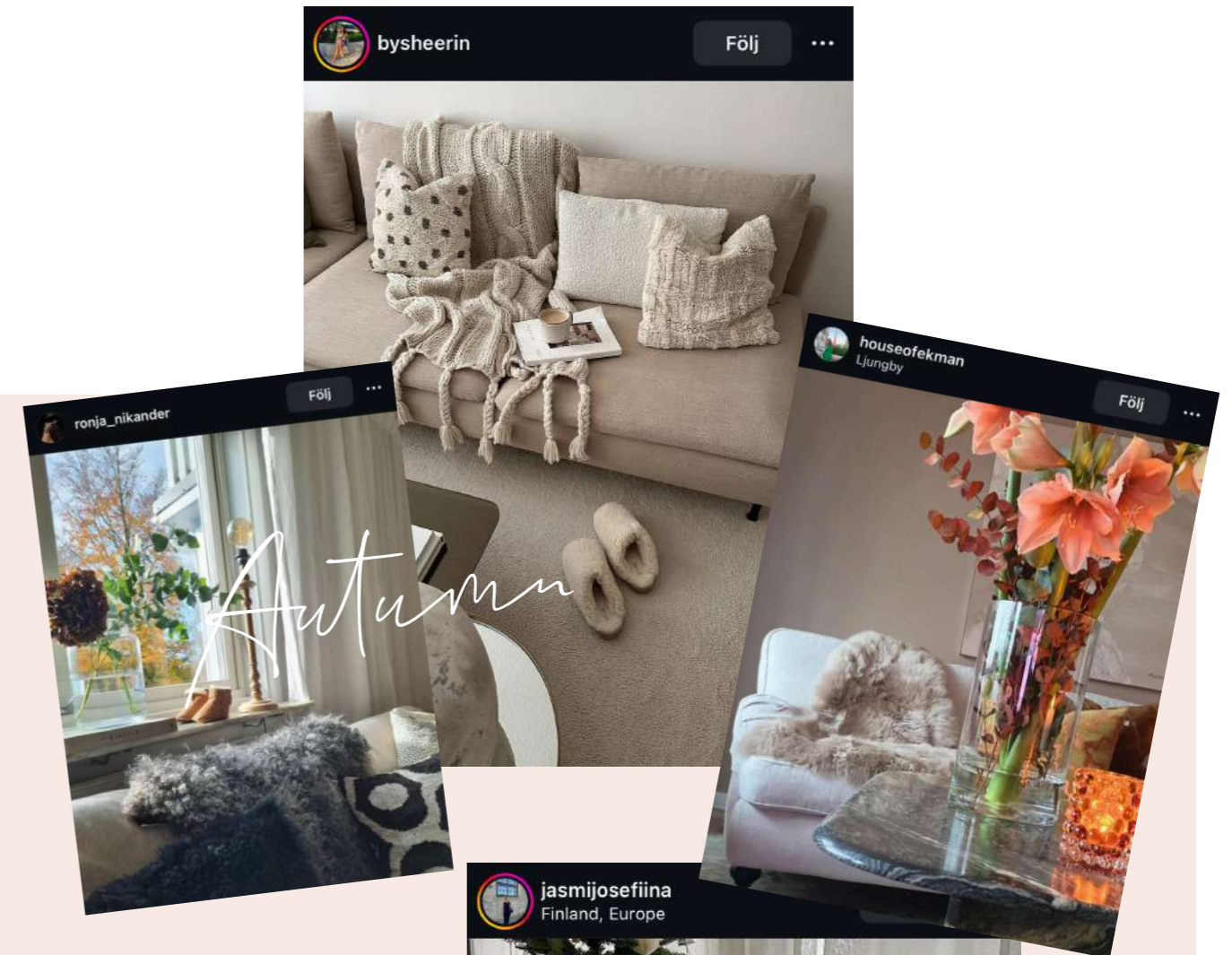




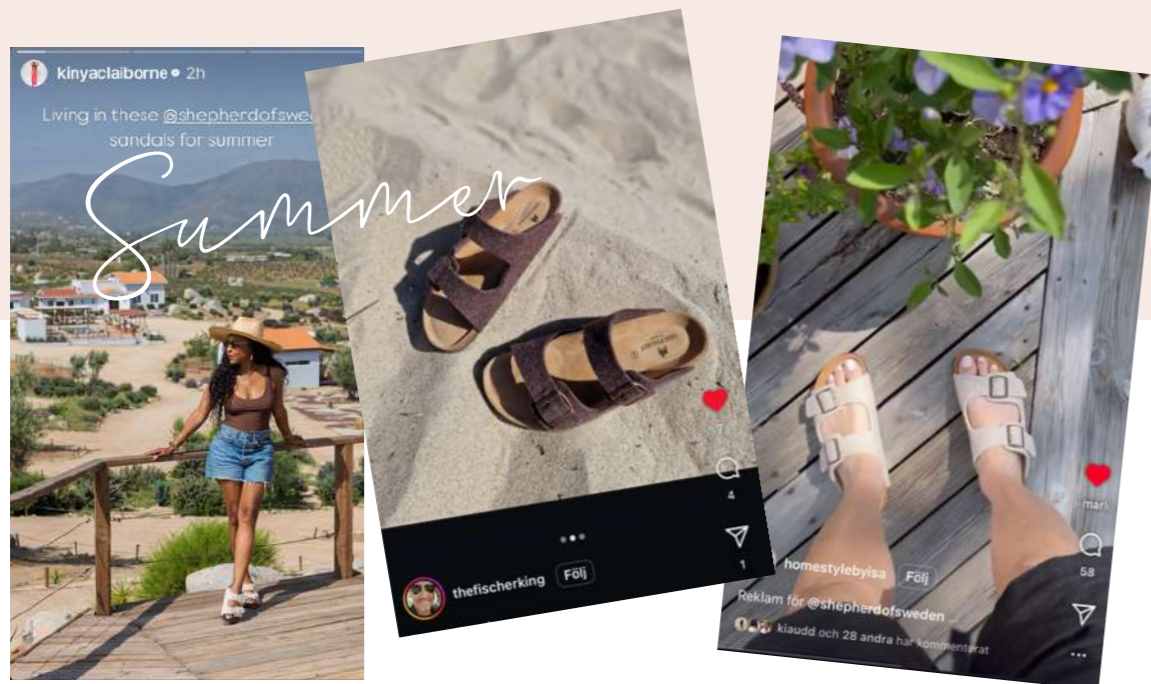
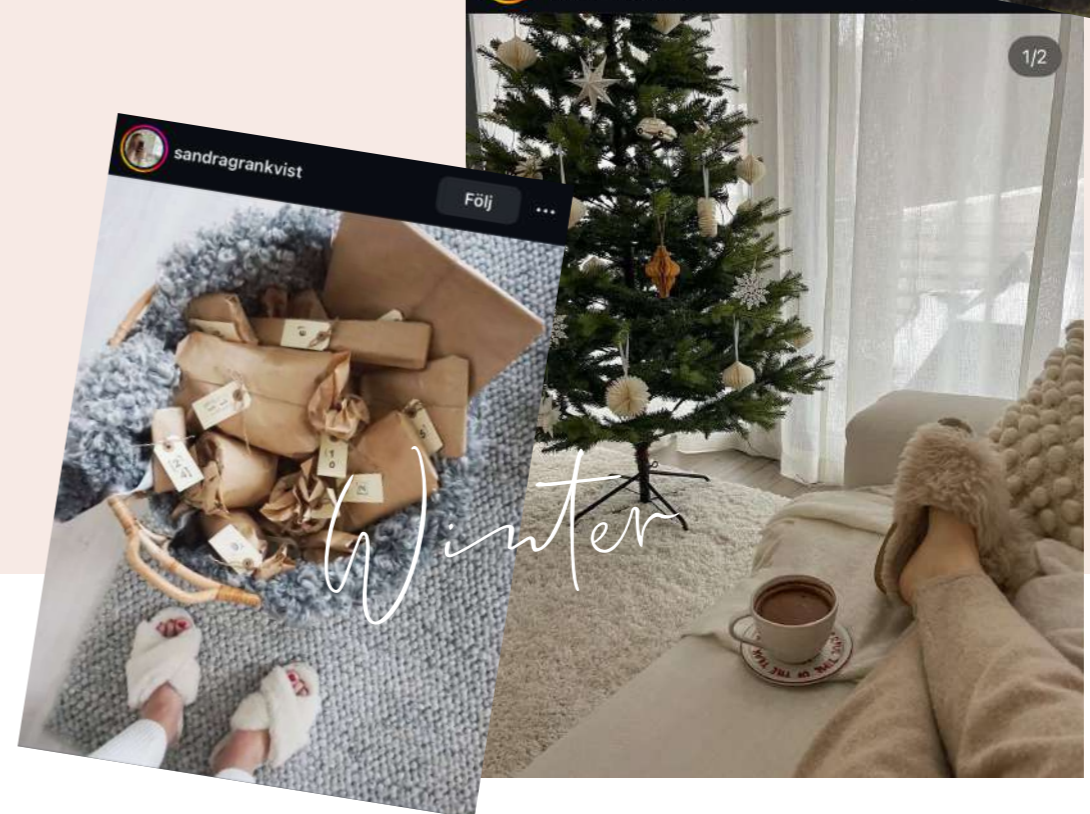
#shepherdofsweden

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.




jasmijosefina
Finland, Europe



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.



Sheepskin naturally "breathes" for optimal comfort.

Sheepskin is naturally temperature-regulating.

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.

Where you are is where I am home

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.

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



Listen to Shepherd



More of Hugo



Foto: David Sjögren



SHEPHERD[®]
OF SWEDEN