

# BRAND- BOOK

.OBJECT

AUTUMN/  
WINTER

'25

MADE

BY

PEOPLE,

FOR

PEOPLE.



# OUR BRAND

## OBVIOUSLY .OBJECT

.OBJECT is a design-led fashion brand made by people for people. We are known for bold ideas, attention to detail, and effortless style.

We create modern, feminine looks that are both high-quality and affordable, proving that great design doesn't have to be expensive.







CREATIVE, CURIOUS,  
AND SELF-ASSURED,  
.OBJECT IS MADE  
FOR WOMEN  
WHO EXPRESS  
THEMSELVES WITH  
EDGE AND ELEGANCE  
AND WHO RAISE  
THEIR OPINION ON  
TOPICS IN SOCIETY.  
WE ARE CREATIVE BY  
NATURE, CURIOUS  
IN MINDSET & SELF-  
ASSURED WITH EDGE.







# OUR PRODUCTS

## **CRAFTED.**

DETAIL ORIENTED AND NEVER TOO MINIMAL.

## **EDGY MEETS REFINED.**

NOT AFRAID TO STAND OUT. DESIGN IS OUR STATEMENT.

## **BOLD BY DETAIL.**

FROM THOUGHTFUL CUTS THROUGH TO RICH TEXTURES AND TRIMS.

## **CONTEMPORARY.**

IN TUNE WITH TRENDS BUT NOT RULED BY THEM.

## **DARINGLY DESIGNED. WORN WITH CONFIDENCE.**

DRESSING FOR YOURSELF, NOT OTHERS.

## **DESIGN FIRST. QUALITY ALWAYS.**

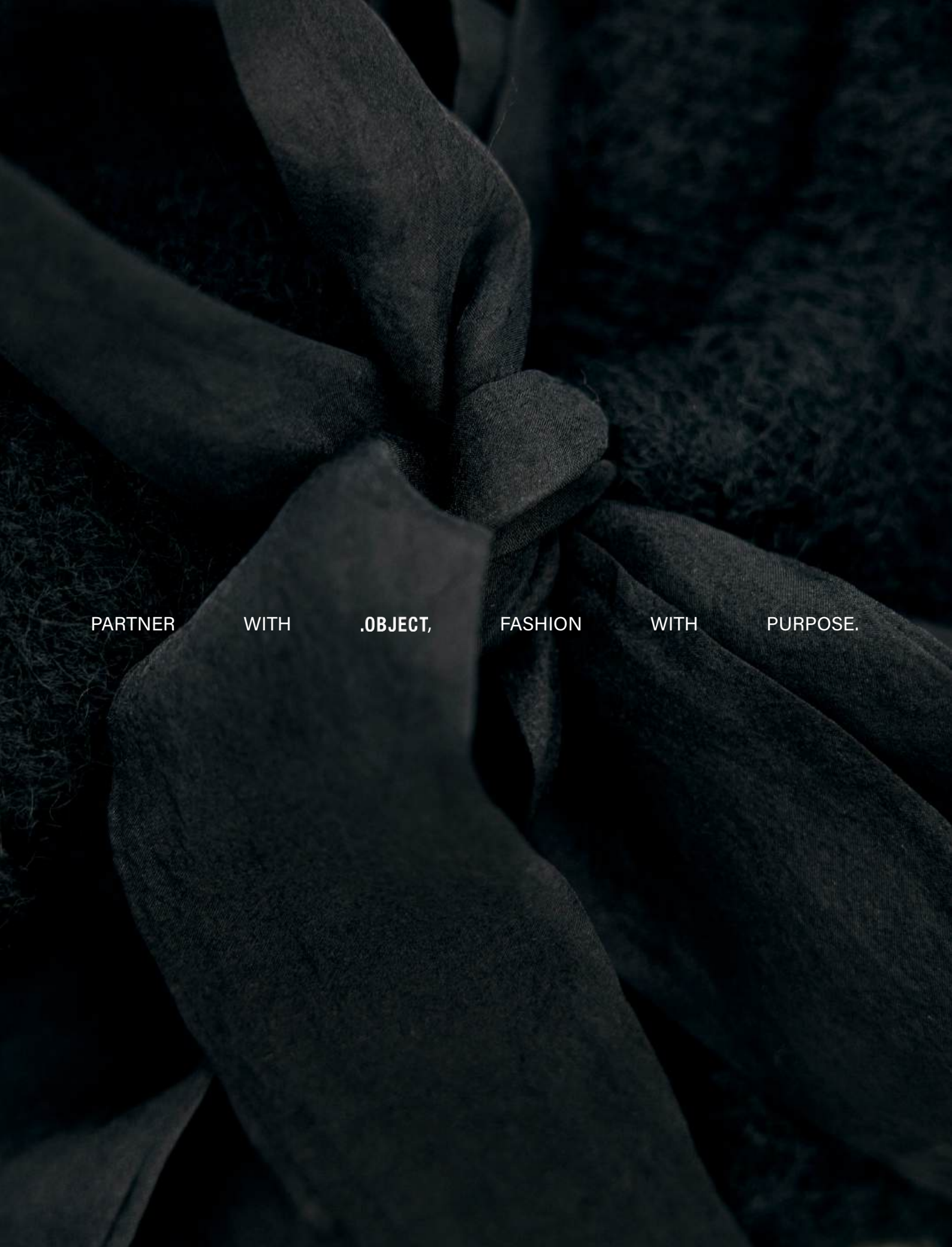
CREATIVE COLLECTORS ITEMS.

## **AFFORDABLE PREMIUM.**

PREMIUM FEELING AT AFFORDABLE PRICES.







PARTNER

WITH

.OBJECT,

FASHION

WITH

PURPOSE.

WHY OBJECT?  
OBVIOUSLY .OBJECT  
— A CONTEMPORARY  
BRAND DELIVERING  
VALUE THROUGH  
TREND-LED DESIGN,  
CERTIFIED MATERIALS,  
AND TRUSTED RETAIL  
PARTNERSHIPS.



# WHAT WE OFFER

## KEY CATEGORIES.

KNITWEAR, OUTERWEAR, DRESSES,  
PANTS & TOPS.

## STRONG NOOS PROGRAMME.

CONSISTENT BESTSELLERS, ALWAYS  
AVAILABLE.

## FIBRES.

THE MAJORITY OF OUR PRODUCTS  
CONTAIN BRANDED AND/OR CERTI-  
FIED FIBRES.

## FAST DELIVERY.

TREND-DRIVEN STYLES WITH EX-  
PRESS SHIPPING.

## 24/7 ACCESS.

FULL RANGE AVAILABLE ANYTIME  
VIA BESTSELLER MORE.

## HIGH VALUE.

BOLD PRINTS, ON-TREND DESIGN,  
AND PREMIUM QUALITY.

## ATTRACTIVE MARKUP.

AVG. RRP WITH X 3.0 M.



# VALUE-ADDED SERVICES

## **DEDICATED MARKET SPECIALIST.**

LOCAL EXPERTS OFFERING TAILORED  
ASSORTMENT PLANNING AND SELL-  
IN SUPPORT.

## **MARKETING & VISUAL ASSETS.**

READY-TO-USE CONTENT FOR IN-  
STORE AND ONLINE ACTIVATION.

## **RELIABLE REPLENISHMENT.**

STRONG NOOS FOUNDATION, CON-  
SISTENT PERFORMANCE.

## **TAILORED ASSORTMENTS.**





## **VISION**

WE WANT TO  
CREATE VALUABLE  
RELATIONSHIPS  
THROUGH HIGH  
QUALITY FASHION,  
MADE BY PEOPLE  
FOR PEOPLE.

## **MISSION**

WE ARE A CREATIVE  
COLLECTIVE WHO  
DESIGN HIGH  
QUALITY FASHION.  
WE BELIEVE IN  
STANDING OUT AND  
BEING A PART OF  
SOMETHING BIGGER.





# CONNECTIVITY

## PRE AUTUMN / TIME

.OBJECT embraces the power of connectivity as a guiding principle for our brand, both in our campaigns, and in the way we engage with our audience.

In today's digitally interconnected world, the concept of connectivity holds immense significance. We yearn for deep relationships, meaningful experiences, and a genuine connection with the world around us. We recognize that our actions have consequences that ripple beyond ourselves.

As we enter the new season with our Pre-Autumn '25 campaign, .OBJECT

celebrates the importance of TIME. In the rush of everyday life, we move fast, barely pausing to catch our breath. But what if we paused—just for a moment? To notice the stillness between the noise. To truly appreciate the quiet moments of connection: a heartfelt conversation with a loved one, a shared smile with a stranger, a moment of reflection. For it is in these fleeting, seemingly insignificant moments that we truly find ourselves, and discover the richness that life has to offer. Afterall, TIME, is more than just a measure of hours and minutes.













*Obviously  
.Object*

### CURIOUS

Curiosity fuels .OBJECT's eagerness to ask questions, explore opportunities, and remain receptive to what lies ahead. With a curious spirit, we embrace the excitement of uncovering what the future holds.

### CREATIVE

We constantly intertwine references, moods, ideas, and elements to create fresh and unexpected creations. .OBJECT's creativity is driven by the pursuit of surprise and vitality while pushing boundaries to make way for new ideas.

### SELF-ASSURED

Style is the art of confidently expressing oneself, and embracing the freedom and boldness to be unapologetically unique. It's blending vintage treasures with contemporary trends and having fun while sharing snippets of identity through a daily fusion of elements.





# COLLECTIONS

## 30 % COLLECTORS

Our COLLECTORS styles embody great attention to detail, elevated qualities, and an air of exclusivity.

- Statement products.
- Higher price range.
- Refined & upgraded qualities.
- Contemporary fashion.

## 50 % CORE

Our CORE styles continue to embody .OBJECT's commitment to delivering that little bit extra, with focus on authentic details.

- Collection/wardrobe foundation.
- Mix of trend/commercial styles.
- Medium price range.
- Upgraded qualities.

## 20 % ITEM

In the final price segment, we have our volume products with great entry prices.

- Volume products.
- Mix of trend/commercial styles.
- Entry price range.
- Good qualities.









# OUR PRICE POINT



OUTERWEAR	69.99 - 249.99	€
KNIT	34.99 - 119.99	€
TOPS	21.99 - 79.99	€
DRESSES	44.99 - 119.99	€

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BOX SIZES PR. COLOUR	8 - 12	PCS.
MARK UP	2.8 - 3.5	

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\*All prices are recommended retail prices.





*We will  
support you.*

CAMPAIGN PICTURES,  
PACKS & MODEL IMAGES  
ARE AVAILABLE ONLINE AT  
FASHION CLOUD.

INCLUDING ONLINE PROD-  
UCT DESCRIPTION.

SALES SUPPORT TEAM.

PHOTO SAMPLE SERVICE.

SKU ASSORTMENTS.

24/7 ONLINE ACCESS TO  
STYLES VIA MORE.

IN-STORE MATERIAL.

AUTOMATIC REPLENISH-  
MENT ON NOOS.



## NEVER OUT OF STOCK

Never run out of stock with our replenishment program. Purchase a start box to easily reorder sizes and colours weekly, ensuring you're always ready to meet customer demand. The NOOS program boosts sales/earnings with minimal risk by providing top-selling styles in certified, branded materials.



## WE OFFER

- Full availability and less leftovers.
- Minimal risk.
- Maximum turnover and earnings with minimum stock.
- Increased stock rotation.
- Available to reorder 24/7.
- Long lasting product range.
- Option for vendor managed inventory (VMI).
- Two NOOS collections every year: Spring/Summer, Autumn/Winter.

## NOOS A / W 25 COLLECTION

Make the most of our top trending seasonal styles. With a focus on bestselling shapes and a palette of relevant colours and prints, we present a collection that embodies our commitment to quality and style.

## .OBJECT









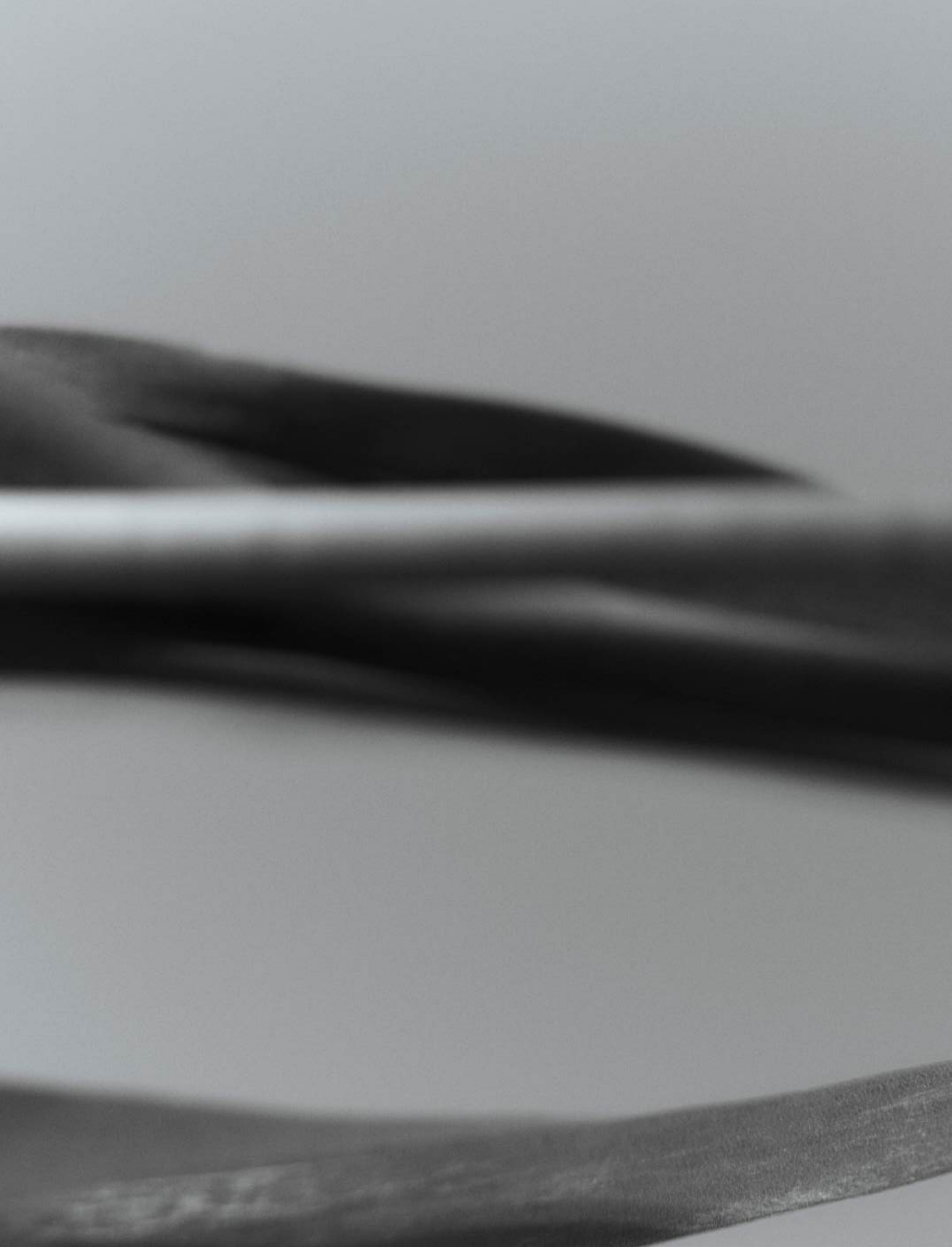
## SUSTAINABILITY

At .OBJECT, we believe good design begins with thoughtful decisions. For us that means paying close attention to how our collections are made, and who helps make them.



## RESULTS

We're proud to report that 55% of our fibres are branded and/or certified as of 2025 year to date (measured in kilos). For Man Made Cellulosic fibres such as Viscose, Lyocell, and Modal, an impressive 66% are branded as of 2025 year to date. 69% of our polyester use is recycled polyester. These results demonstrate our commitment to certified and branded materials.







**WE DON'T STOP HERE;  
WE SET AMBITIOUS GOALS  
FOR THE FUTURE:**

**GOALS FOR 2025/2026:**

**60 %**  
of our total fibre consumption to be  
branded or certified fibres.

**35 %**  
of our cotton to be organic and recycled cotton.

**65 %**  
of our polyester to be recycled polyester.

**75 %**  
of our MMC fibres to be branded or certified.

**FREQUENTLY USED FIBRES:**

- LENZING™ ECOVERO™ branded.
- Organic Cotton.

**FIBRES OF THE FUTURE:**

- OnceMore®

# BESTSELLER MORE

BESTSELLER's B2B webshop, MORE, provides our partners with style information such as colour, assortment, and composition, making it easy to order styles and supplement with NOOS online. The MORE app is easy to access and use, and is equipped with a scanner, ensuring an optimized workflow.

- A simple online buying tool.
- Available through web and mobile.
- Anytime and anywhere.
- Scan to buy your favourite styles.
- Updated every day with new styles.



**GO TO MORE:**  
[MORE.BESTSELLER.COM](https://more.bestseller.com)

**DOWNLOAD MORE:**  
THE 'BESTSELLER MORE' APP

**VISIT OUR INSTAGRAM:**  
[@object](https://www.instagram.com/object)







*Reach  
out.*

**.OBJECT**

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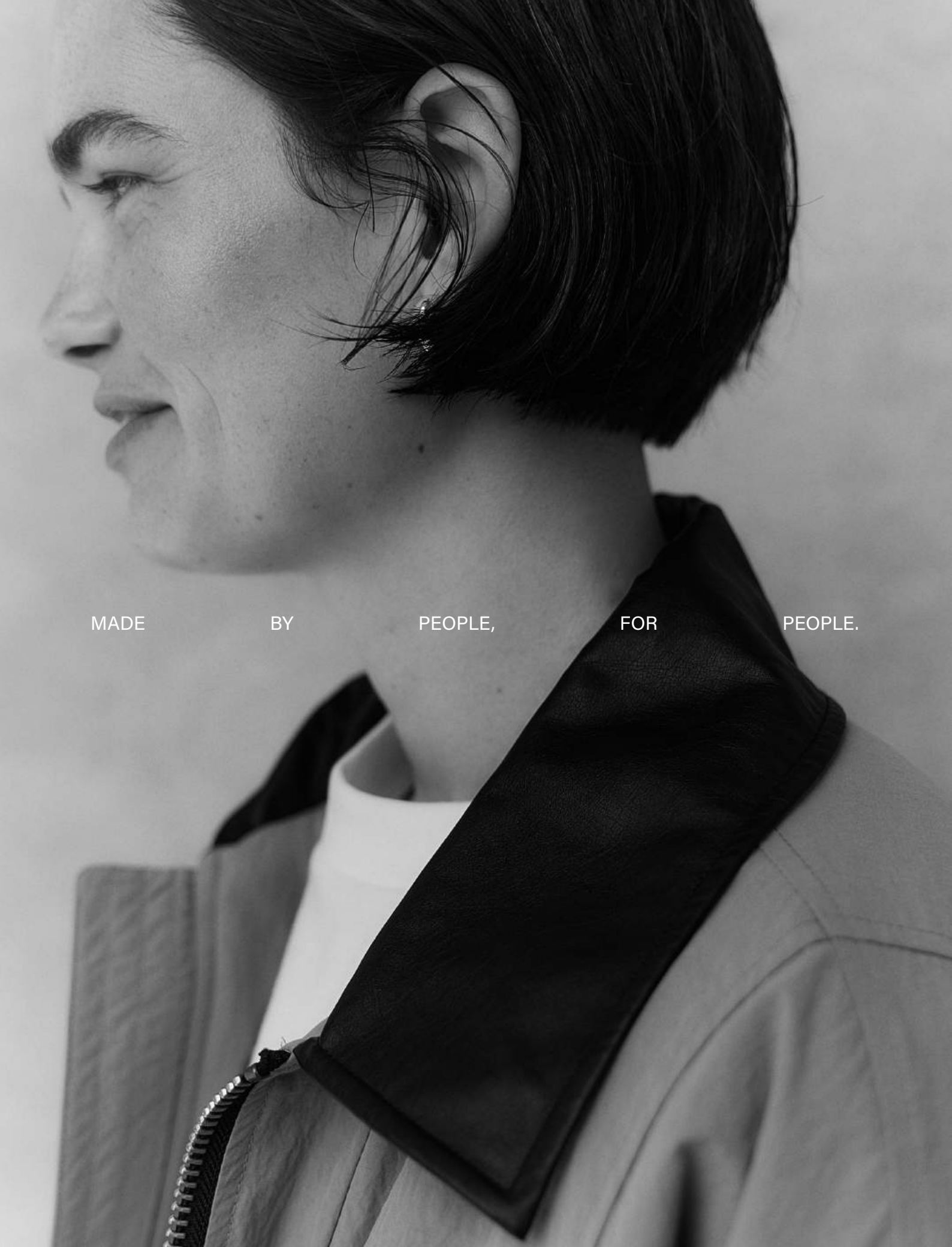
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FOR

PEOPLE.

VISIT OUR WEBSITE:

