

anne|mi

# Brand book



# anne | mi

Anne-Mi is a Danish, family-owned brand founded by Kristina and Nicholas, born from a shared passion for timeless design and meaningful craftsmanship. From our showroom on the grounds of a historic 16th-century castle on the Djursland peninsula, we create collections inspired by authenticity and understated elegance.

Named after Kristina's grandmother, the spirit of Anne-Mi lives in everything we create. She was an independent woman who found joy in simple everyday beauty: tending her garden, hosting long table dinners, and sewing and embroidering clothes with care. Her timeless sense of style always combined soft layers, fine details, and enduring quality. At Anne-Mi, we design with the same values she embodied, creating pieces that make you feel at ease and at home in yourself and your surroundings.

We offer a curated collection of clothing and a small home assortment designed to be worn and cherished for years. With relaxed silhouettes, adjustable details, and a focus on comfort and inclusivity, each piece is made to fit effortlessly into everyday life and evolve with the changing seasons - both in nature and in life.

## Design approach

All our collections are designed in-house by our design team, drawing inspiration from vintage styles and fabrics, cherished heirlooms from Kristina's family, nature, classic Danish minimalism, and journeys to European cities like Lyon and Berlin.

At Anne-mi, we focus on timeless designs that transcend trends. Each collection is created to complement the last, offering versatile pieces with endless styling possibilities for both the wardrobe and the home. Our clothing is designed to look and feel beautiful on the body, featuring roomy silhouettes and thoughtful details such as elasticated waistbands and adjustable elements to ensure comfort and a flattering fit for all body types.

We offer four sizes - 0, 1, 2, and 3 - and work closely with expert pattern designer to guarantee both style and comfort in every piece.

4 SIZES	0 (XS/S)		1 (S/M)		2 (M/L)		3 (L/XL)	
	cm	inch	cm	inch	cm	inch	cm	inch
Breast	82	32	88	35	94	37	100	39
Empire	69	27	75	30	81	31	87	34
Waist	66	26	72	28	78	30	84	33
Hips	91	36	97	38	103	40	109	42





## **Always crafted with 100% natural materials**

Once we began wearing only natural fibers, we never looked back. They feel better on the skin, age beautifully, and are gentler on the environment. That's why all our collections are crafted exclusively from natural materials such as organic cotton, linen, silk, and wool.

For us, natural fibers are not just a choice of material - they are at the heart of our design philosophy. They bring texture, depth, and life to each piece, allowing the garments and home textiles to develop character over time. We value how these materials breathe, move, and soften with wear.

## **Our target audience**

At Anne-Mi, we design for the woman who values timeless style over fleeting trends - both in her wardrobe and in her home. She appreciates quality, comfort, and the quiet confidence that comes from feeling at ease in what she wears and surrounds herself with.

She leads a full and creative life surrounded by family, friends, and meaningful work. She loves to open her home to loved ones - hosting relaxed dinners or quiet gatherings that reflect her warm, understated sense of style.

She is interested in fashion, yet her focus lies in building a lasting wardrobe - one that can be mixed and matched across seasons and occasions. She enjoys knowing that she always has something comfortable, elegant, and effortless to wear, without spending hours styling or chasing the newest look.

She chooses natural materials for their feel, longevity, and connection to nature. She cares for her clothes, repairs them, and invests in pieces that last for years. For her, authenticity and stories resonate more deeply than logos or trends.



## Collection flow

We release two collections each year - one for Spring/Summer and one for Autumn/Winter - each arriving in three carefully curated drops supplemented by two limited edition capsule collections. Designed to complement and build on one another, our collections allow for effortless styling across seasons, giving you the flexibility to mix and match pieces all year long.

We ask our customers to place their full orders within the in-sale period, as we base our production directly on client orders. This approach allows us to avoid overproduction - one of the biggest challenges within the fashion industry - while ensuring that every piece produced is truly needed and appreciated.

## **Our yearly collection flow**

### **Spring/Summer collection**

*Insale in July-September*

*Drop 1 arrives in February*

*Drop 2 arrives in March*

*Drop 3 arrives in April*

### **Autumn/Winter collection**

*Insale in January-march*

*Drop 1 arrives in July*

*Drop 2 arrives in August*

*Drop 3 arrives in September*

### **Spring/Summer limited edition capsule collection**

*Insale in January-march (together with the Autumn/Winter collection)*

*Arrives in-store in May*

### **Autumn/Winter limited edition capsule collection**

*Insale in July/September (together with the Spring/Summer collection)*

*Arrives in-store in October*

## **Positioning and sales setup**

Anne-Mi is positioned as a contemporary brand with a mid-level price point. Our average price points are as follows: bottoms 129 eur, dresses 159 eur, tops 119 eur, knits 179 eur.

Anne-Mi operates exclusively as a B2B brand. We sell through trusted agents and distributors who represent Anne-Mi in their own showrooms and at trade fairs. These partnerships form the foundation of our sales network and ensure that our collections are presented with care and expertise.

We do not have a webshop. This is a conscious choice - we wish to avoid contributing to overconsumption and instead focus on supporting the success of our retail partners.





## **Our suppliers**

We're proud to collaborate with partners who share our commitment to ethical standards, responsible production and certified workplace conditions. Our long-standing relationship with our Indian supplier is especially meaningful to us. Like Anne-Mi, they are a small, couple-owned business where the atmosphere is personal and everyone is treated like family.

For us, business is not just transactional - it's about building genuine relationships and investing in partnerships that grow stronger over time.

## Responsibility

We are fully aware of the fashion industry's impact on the environment and climate, which is why we are committed to doing better every day. While we're not perfect, becoming a more responsible brand is a continuous journey, and we are proud of the steps we've already taken.

### **Made to Last**

Our focus is on creating timeless, high-quality products built for longevity. We design with durability and enduring style in mind, recognizing that extending the life cycle of clothing is key to a more sustainable fashion industry. This philosophy guides every piece we create.

### **Sizing**

We believe clothing should adapt to your body, not the other way around. Our designs emphasize comfortable fits, elasticated waistbands, and customizable details, ensuring our pieces can evolve with your body and be enjoyed for years to come.

### **100% Natural Materials**

Our styles are crafted from natural materials like high quality mulesing free wool, linen, and GOTS-certified organic cotton. We prioritize mono-textiles to ensure that, should a product be damaged beyond repair, the fibers can be repurposed.

### **Collections**

To minimize overproduction, we release only two collections annually, each in three carefully planned drops supplemented by two limited edition capsule collections. We base our production primarily on demand from our retailers, making sure each piece is needed and valued.

### **Certified Suppliers**

We collaborate exclusively with certified partners, ensuring that our suppliers meet high standards for environmental responsibility, ethical production, and social welfare.

### **Recycling**

We are mindful of our environmental footprint and use recycled plastic and paper for all our packaging, tags, and printed materials. Additionally, we work with a Danish company to source used cardboard boxes for our customer shipments, further reducing waste.



## Online branding & marketing

We work with specialized PR agencies to build long-term relationships with magazines, stylists, influencers, and tastemakers through press days, events, giftings, private showings and more. Organic brand awareness is important to us, which is why we carefully select partners who share our values and collaborate with them over extended periods.

On social media, we focus on storytelling - sharing the journey of our family-owned brand, taking followers behind the scenes of our design process, and offering styling inspiration. We also educate our community about natural materials, wardrobe care, and mindful living, giving gentle glimpses into the Anne-Mi lifestyle, rooted in nature, simplicity, and softness.

## Usage of media

All partners receive access to an online media link containing logos, campaign imagery, packshots and look videos. These assets are always kept up to date and are free to use across your own platforms.

Please note that any content created by influencers or external collaborators that is not included in the media link is protected by copyright and must not be used on your channels without prior permission.





## **Terms & Conditions**

### **Payment terms**

We offer a 3% discount for pre-payment made a minimum of 60 days before delivery. The discount will be deducted from the invoice. Our standard payment terms are 30 days net.

Alternatively, we offer 60 days net with a 2% surcharge, which will be added to the invoice.

For all stock items, payment terms are 14 days net.

### **Transaction fees**

Anne-Mi must receive the full amount stated on the invoice. It is therefore the buyer's responsibility to cover any transaction or bank fees.

### **Claims and returns**

At Anne-Mi, we value sustainability and believe that repairing garments, when possible, is always the better choice. If you find a minor defect in a garment, please contact us to register the claim. Once the claim has been approved, we will ask you to have the piece repaired by a tailor or dry cleaner, and we will reimburse the cost of the repair. If a repair is not possible, please email us with photos of the defect and return the item. A credit note will be issued upon receipt and approval.



## **Contact-info**

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