



CELEBRATE THE
LOVE PEOPLE HAVE
DEVELOPED FOR NATURE
AND THE OUTDOORS.
RESPECT THEIR NEEDS
FOR WELLBEING AND
HEALTH AND SURPRISE
THEM WITH COMFORT &
JOY THAT MAKES THEM
FEEL GOOD.

WE DRAW INSPIRATION FROM:

TRANSFORMATION, LOVE THE

FUTURE OF MAKING, WANDERLUST

RETHOUGHT, REGENERTATION,

(ONNE(TION, S(ALE))

### OUR HAPPINESS EQUATION:

- + MINIMALIST DESIGN
- + HIGHEST QUALITY MATERIALS
- + AUTHENTI( MANUFA(TURING
- + E(LE(TI( STYLE
- + LOVE FOR THE PLANET
- = THE (OZIEST PRODU(TS IN THE WORLD.



### **OUR VALUES**

**Feel good** — all our cashmere products are made from 100 % high quality Mongolian cashmere — the coziest feeling on earth!

**Passion for tradition** — Nepal is known for its high-quality work-manship and traditional knitting craft which is reflected in every WARM ME piece.

**Social responsibility** — direct cooperation with our producers & partners. These regular visits allow us a very personal cooperation.

Passion for design — Every WARM ME item has its origin in the heart of Austria. What inspires us — people and their stories!

Look good — Our design always has one credo: Never out of season!

The wide colour range and different HATSs makes it possible to find the perfect hat for everyone, especially with the nuances of the colours.

**All Occation** — no matter where, no matter what you're doing – there's always a reason to WARM ME.

**Do good** — social responsibility and sustainability in all aspects have been our motivation since the beginning! Do business like a force of good!

NEVER WITHOUT MY WARM ME



### **CASHMERE**

Congratulations! You have just treated yourself to a lovely new piece made of 100 percent cashmere. We are pretty sure that it will be one of your favourite pieces in no time. Why, you ask? Well, we are talking about cashmere! This is the yarn that spins the cosiest jumpers, coolest hats, and craziest facts. Stay tuned for some cashmere gossip.

### Climb Every Mountain

Cashmere is sourced from goats, right? Correct! But there is no need to start checking the prices of local goats just yet. You can't turn your backyard into a cashmere farm, because cashmere goats are not just any goats. Unless your backyard is in Mongolia or China, of course. That is where the cashmere goats live, at an altitude of up to 4,500 metres.

#### Small and Powerful

Frankly speaking, cashmere goats are not the bulkiest of their kind. They might be slightly smaller than your average local goat, but never underestimate these hairy little fellas. They are, after all, badass enough to endure harsh winters and hot summers. The reason for their resilience is an outer guard layer that protects their undercoat from water. The inner layer consists of ultra-fine hair, keeps warm in temperatures up to -40°, and cools on blisteringly hot days.

### Springtime - The Season to Be Jolly

Cashmere is a very rare product that can only be obtained once a year in springtime. A single goat yields between 150 and 200 grams of hair per year. That isn't a lot, which is proven by the fact that it requires two to six goats to produce a jumper. Bummer, we know. The hair itself is gathered by gently combing out the underfur of the goats. At a mere 15 microns, it is about seven times thinner than human hair.



### Shines Bright Like a Star

Clothes made of cashmere stay in shape even after years of usage. Given the proper TLC, they don't stretch or fade. Plus, they come in three colours: grey, brown, and white. Don't worry, you're not limited to those three shades, as cashmere can be dyed in any colour one could wish for.

### Hypoallergenic

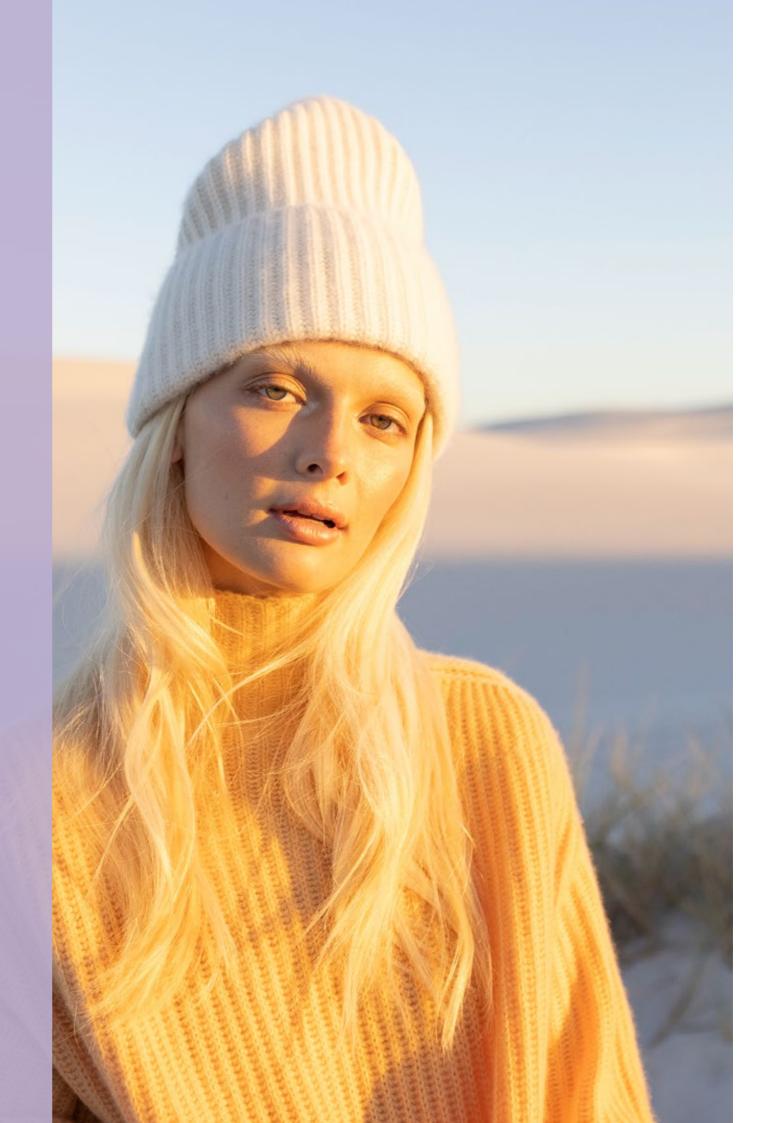
One of cashmere's greatest superpowers is its lack of lanolin, which means the wool itself is hypoallergenic. That is why cashmere is brilliant for children, not just because it is ever so soft.

### Thank You

This is where we say thank you. Thank you to the French in particular. It was Empress Eugenie, wife of Napoleon III, who brought the exclusive material to Europe in the 17th century. The source of the fibre itself can be traced back thousands of years to Srinagar, the capital of the Indian province of Kashmir. Your guess is as good as ours as to where the fibre got its name from, right? It is, however, also time to say thank you to you, our customers, for having purchased this wonderful piece of WarmME handmade by locals in Nepal.

# DYED-YARN

BY HAND



SCARF NOMADE



# SCARF NOMADE

It seems a bit silly to explain what a scarf is, but we sti want to let you know that our iconic scarf, the Nomade Scarf is basically the only one you will ever need.

Gives you the coziest feeling in the world.

#### No matter if you:

- Put it around your neck to protect you from the wind and the cold.
- Wear it over your shoulder and wear it like a poncho to protect you from the sun.
- Snuggle up in it when you want to sleep on an airplane.
- Or put it over your legs when you sip a cocktail
   in a lounger watching the sunset in Portugal.







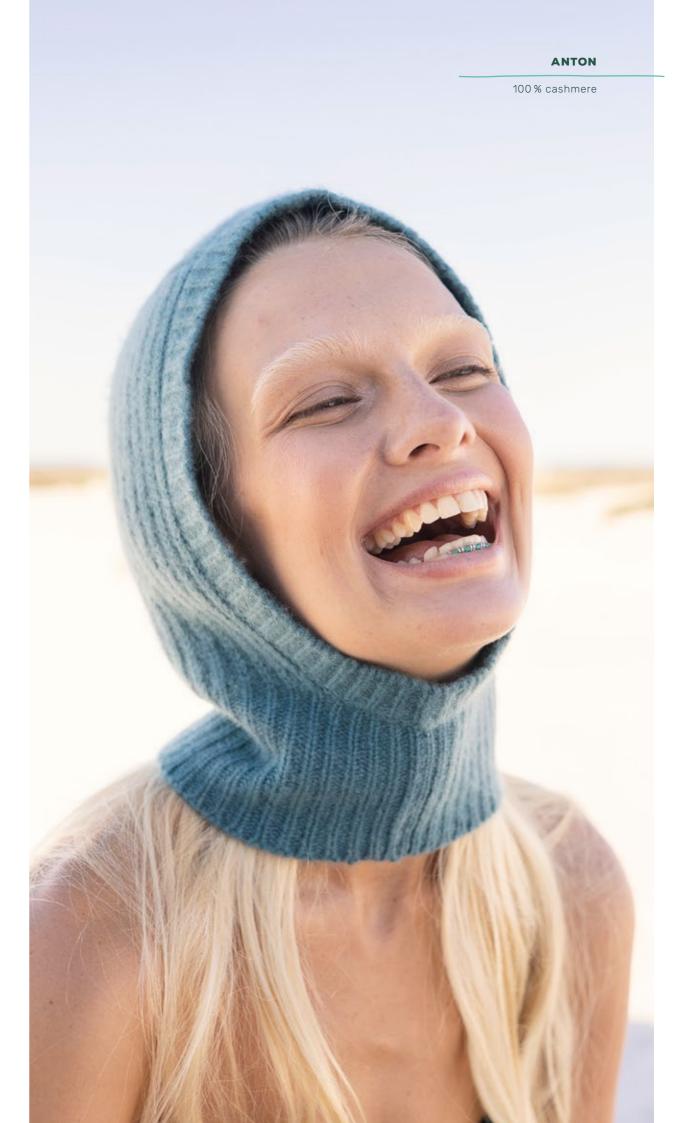


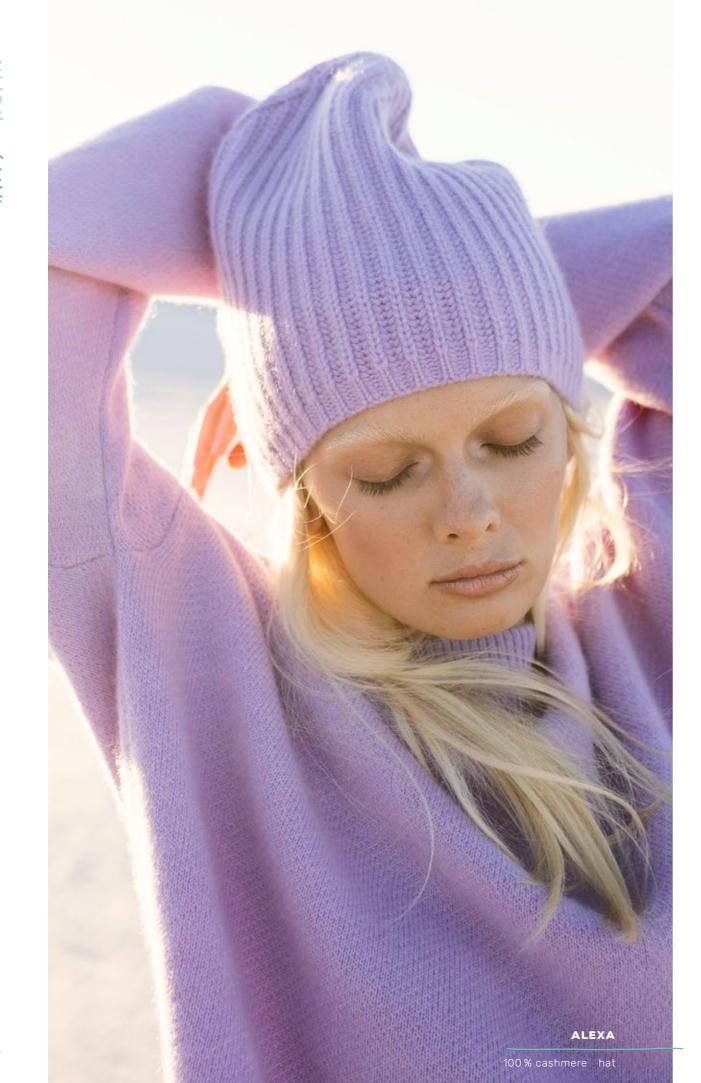




HATS











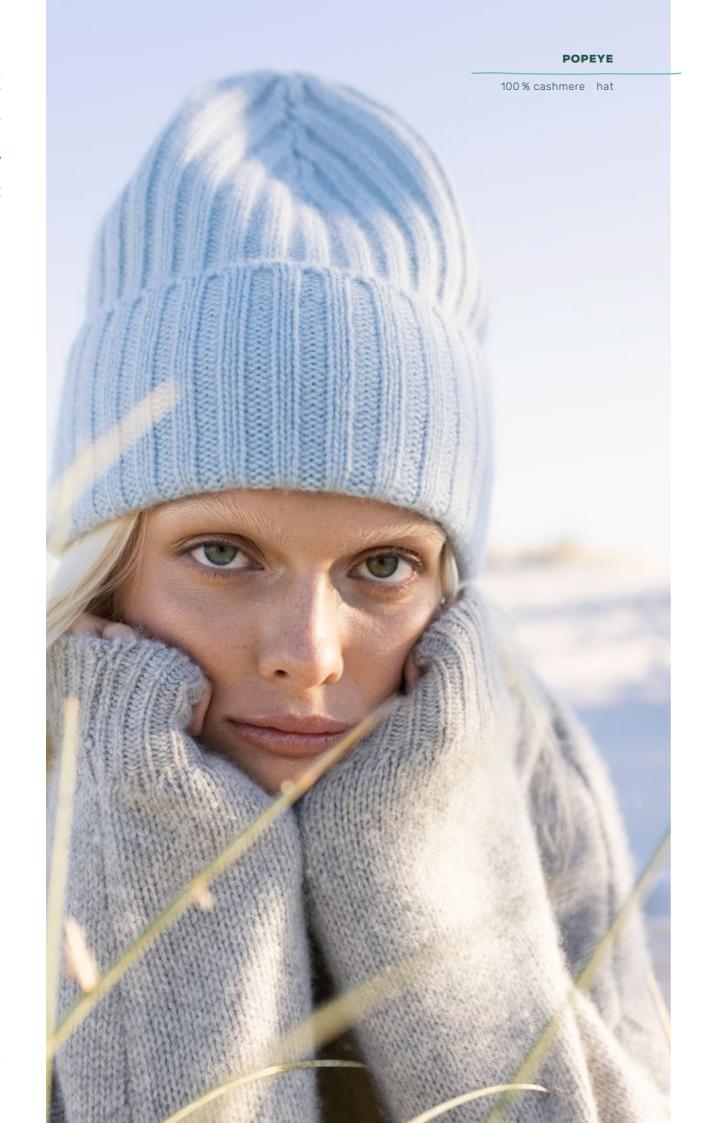


















S(ARVES

NOMAD

























## SWEATER NEPAL

Have you ever felt the need of a hug but no person was around? We have got the solution for you, our NEPAL sweater. The loose yet comfy fit gives you enough material to stretch it to your cozy needs.

The broad collar makes it stay in place if you want to wear it exposing one should or simply wear it centered.

Our sweaters are not only for the cold. Our cashmere adapts to your body heat perfectly.

Never too warm, never too cool.















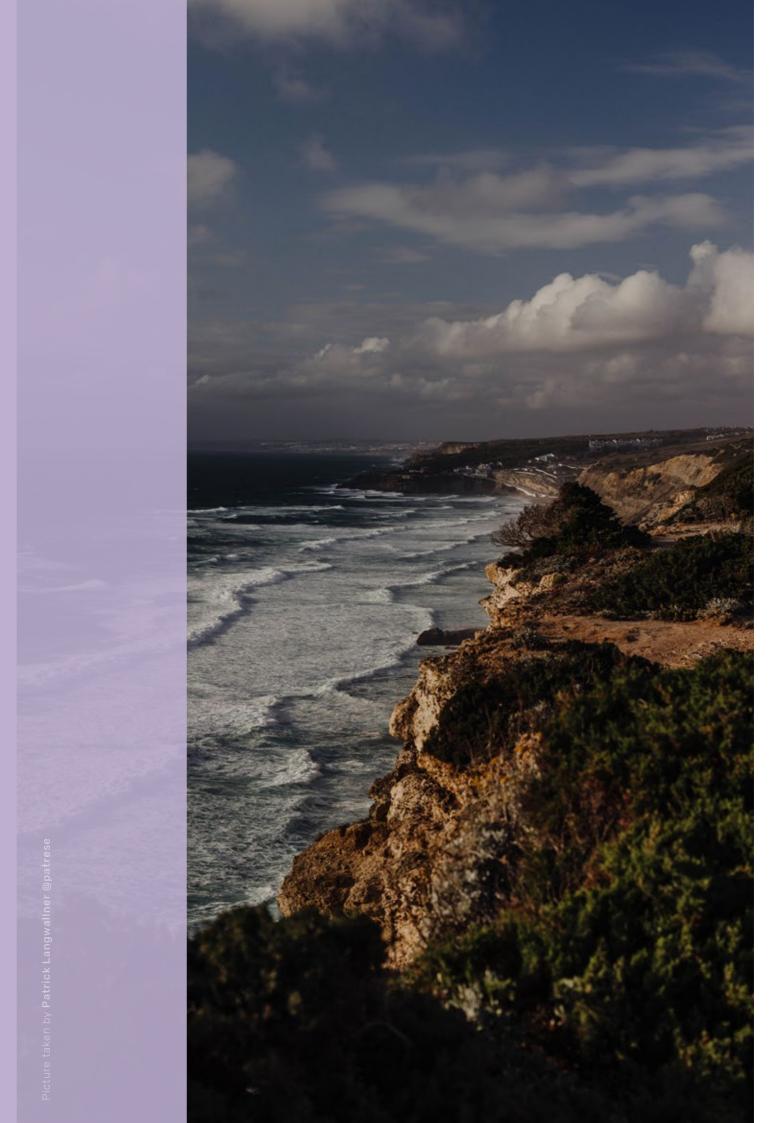


# V/ANA WARM ME ©

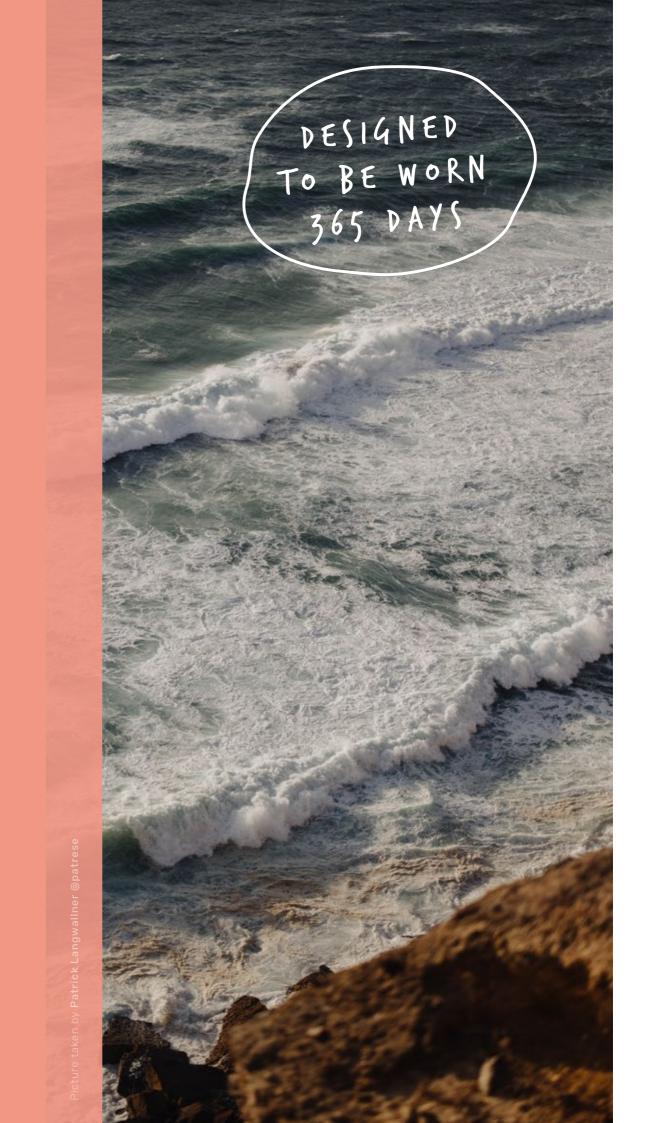
A fresh breeze, white sand and the vast expansion of beaches surrounded by olive and pine trees. Inspired by the rolling dunes along the Atlantic, our clothes reimagine the Portuguese way of living, comfortable and truly simple. Portugal is not only where our products are carefully manufactured but its the place that stole our heart. When we spend our time alongside the Atlantic, it makes us calm down and take a breath. Our products resemble not only the Portuguese lifestyle – comfortable, minimalist and close to nature. But also the town we named ou collection after – Viana.

The little city made us fall in love with it immediately, as we hope you fall in love with our products. The energy this place emits is just calming. And we hope to give you the same feeling when you wear our Viana collection.

THE MOST COMFORTABLE



# WHY WE LOVE OUR VIANA SWEATERS & T-SHIRTS













### **SWEATER** VIANA

This addition are just as gorgeous and cozy as our Nepal products.

The sweaters follow baggy and straight styles and we even elongated one of the styles so it also functions as a dress.

> All made from true 100% organic cotton or lyocell. Nothing more, nothing less.

The sweaters guarantee to upgrade your wardrobe basics to the coziest pieces you own.





TROUSERS

**₩** 

SWEATER













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