

sibinlinnebjerg

BRAND BOOK





CONTENT

4	Introduction
7	Company overview
8	Brand DNA
11	Values
12	Market positioning
16	Production
19	Distribution
20	Our team
22	Contact

SIBINLINNEBJERG CREATES SLOW
FASHION BASED ON A
STRAIGHT-FORWARD,
HUMAN-FIRST APPROACH TO
THE BUSINESS OF CLOTHING.
WE HAVE BEEN AT IT FOR
ALMOST 25 YEARS,
AND WE ARE JUST GETTING STARTED.



Founded in 1997
by two young professionals who wanted
to design and manufacture extraordinary
knitwear, sibinlinnebjerg has grown
to become a leading independent clothing
brand for people in the know.
Today, we design two womenswear
and two menswear collections a year.

COMPANY OVERVIEW

The sibinlinnebjerg mission is simple: Never outspoken but
never to be underestimated, our longterm objective is to occupy a
space in the contemporary market for knitwear that men and women
want to wear for its **outstanding comfort,**
long-lasting quality and great fit.

With a shared skillset and a mutual interest in developing the
company, sibinlinnebjerg is formed by Claus Linnebjerg and
Lone Pedersen. We are independent of outside investors,
and value our freedom and responsibility to run our business
the way we believe is healthy.

Today, **sibinlinnebjerg** is an expanding fashion business
operating all over Europe.

sibin**linnebjerg**

BRAND DNA

sibinlinnebjerg is the confident,
independent label with a knack for
designing clothing you reach for
day-in, day-out.

We believe in slow fashion. **We observe, we dwell, we act.**
Our human approach to creating long-lasting garments that are not
mass produced is what differentiates us from others.

We successfully blend contemporary style with
our sense of quality and tradition, and it shows
in everything from our choice of raw materials and
production methods to our silhouettes and fit.

We design modern, comfortable clothing that will make
you feel elegant yet relaxed.





VALUES

sibinlinnebjerg strives to be
the trusted fashion advisor when
choosing the next item.

We are committed to designing
and manufacturing clothing that supports
you in your ways and beliefs.

WE ARE

Reasonably priced

Long-lasting

Contemporary cool

Loyal

Quality-driven

Committed

We do not do tricky,
trend-based items that go in and
out of fashion. We are different.
We create clothing with
a clarity of purpose.

MARKET POSITIONING

We are smaller than the giants, which allows us to adapt
and react quicker. **And we are bigger than the beginners**,
which underlines the fact that our products and our brand
is in it for the long run.

Sibin/Linnebjerg is for the no-nonsense consumer
with a strong integrity and a great sense of quality.





sibin**linnebjerg**



BRAND BOOK

– 15 –

PRODUCTION

We believe in long-term partnerships
with likeminded suppliers
and manufacturers in Europe.

We are proud to continuously work
with a team of experienced manufacturers
from Serbia that we've been working with
since day one.

We pride ourselves with compensating suppliers fairly,
and continue to play a vital role in the **development
of local communities.**

And our loyalty and dedication pays off:
The mutual loyalty secures continuous development and innovation,
and prompt deliveries of **high quality products** that we
can count on in every single collection.





DISTRIBUTION

Thanks to our network of dedicated agents in Scandinavia and Europe, sibinlinnebjerg continues to expand its distribution with more retailers in more countries.

To ensure fixed and fair pricing, and to control our marketing and product relevance, **we do not sell to the giant e-commerce portals.**

Instead, **we have preferred** to continuously nurture and develop **our network of dedicated partners,** and grow organically with and for them.

WE ARE A SMALL AND DEDICATED
TEAM BASED IN HERNING, DENMARK.
OUR OUTLOOK IS INTERNATIONAL,
AND WE PRIDE OURSELVES
BY OUR YEARS OF EXPERIENCE
WHEN IT COMES TO RUNNING
A FINANCIALLY HEALTHY,
FASHION-FORWARD BUSINESS.



CONTACT

sibinlinnebjerg
Tjelevej 42B
7400 Herning
Denmark

+45 96 26 84 44

—

info@clsgruppen.dk