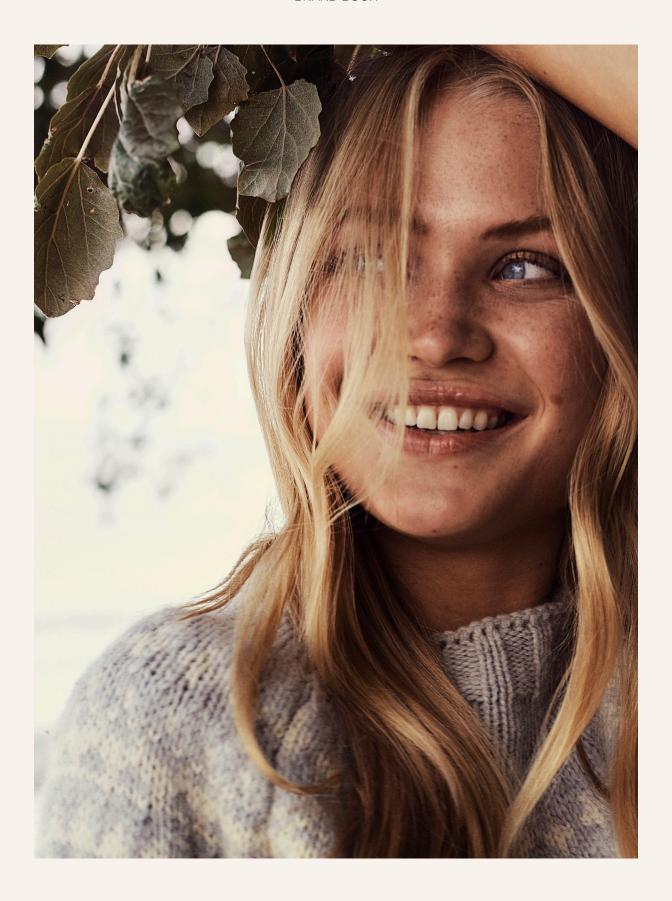
sibinlinnebjerg

BRAND BOOK



${\rm sibin} {\bf linnebjerg}$



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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. sibin**linnebjerg** sibin**linnebjerg**



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**.

BRAND BOOK

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sibinlinnebjerg

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.



sibin**linnebjerg** sibin**linnebjerg**



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

sibin**linnebjerg**

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.



BRAND BOOK







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.





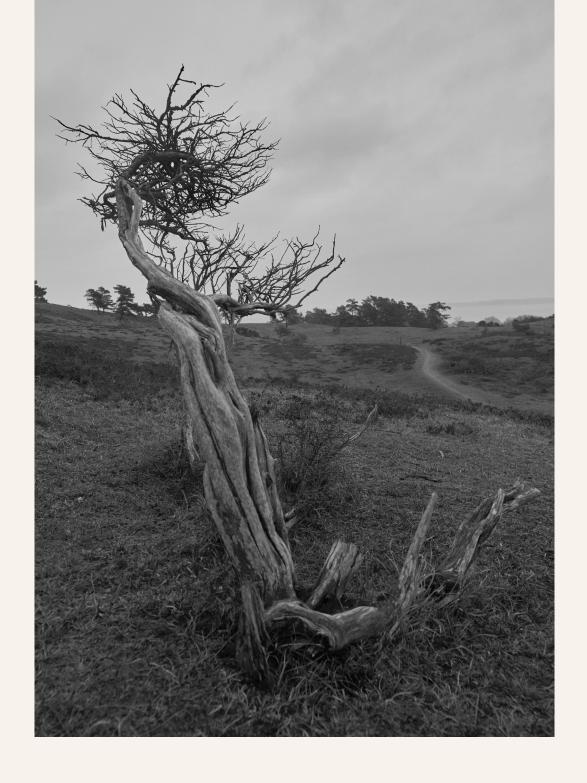


Thanks to our network of dedicated agents in Scandinavia and Europe, sibinlinnebjerg continues to expand its distribution with more retailers in more countries.

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.



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