

BRAND BOOK

a colorful cashmere that cares.

**absolut
cashmere.**



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**absolut
cashmere.**

HISTORY

absolut cashmere was created in 2015 by two **knit experts in Paris**, Olivier Criq and Jean-Pascal Candau. As an international brand with a desire to instill a colorful energy in the cashmere world, they have defined themselves as pioneers in this field. **A cashmere fluo revolution.** it is about trendy comfort at anytime and anywhere.

it is as simple as a tied sweater over the shoulders. as easily accessorized as **a vibrant colorful turtleneck.** as sentimental as a cashmere sweater **passed down by a mother, a sister, a best friend.**



ABSOLUT FAMILY

we embody **a family** to our **customers**.

a cashmere bond that also translates behind the scenes. **it is a labour of love and it takes a team.** we pry ourselves on working in a tight knit circle where everybody's specialty has an impact on our global image. Our collections are run by **Laurence**, our brand director in collaboration with the style studio.

Dresscode Press Office handles our communication and press and **Joor** is our wholesale marketplace.



VALUES

trendy.

we pry ourselves on listening to our customers needs and designing iconic shapes that suit many body types with a vigorous trend assessment.

colorful.

as a team we decipher each season a color palette in line with our time and different skin tonalities of our customers. our range and variety makes our strength.

comfort.

as one of the softest and natural material, cashmere provides a comfort unlike any other with our effortless cuts.

savoir-faire.

from 2-thread to 6-thread cashmere stitch, we provide the utmost quality for an affordable price.



MATERIALS

our list of materials and compositions vary to reflect the different styles we carry. cashmere remains the main ingredient.

100% cashmere.

brushed cashmere.

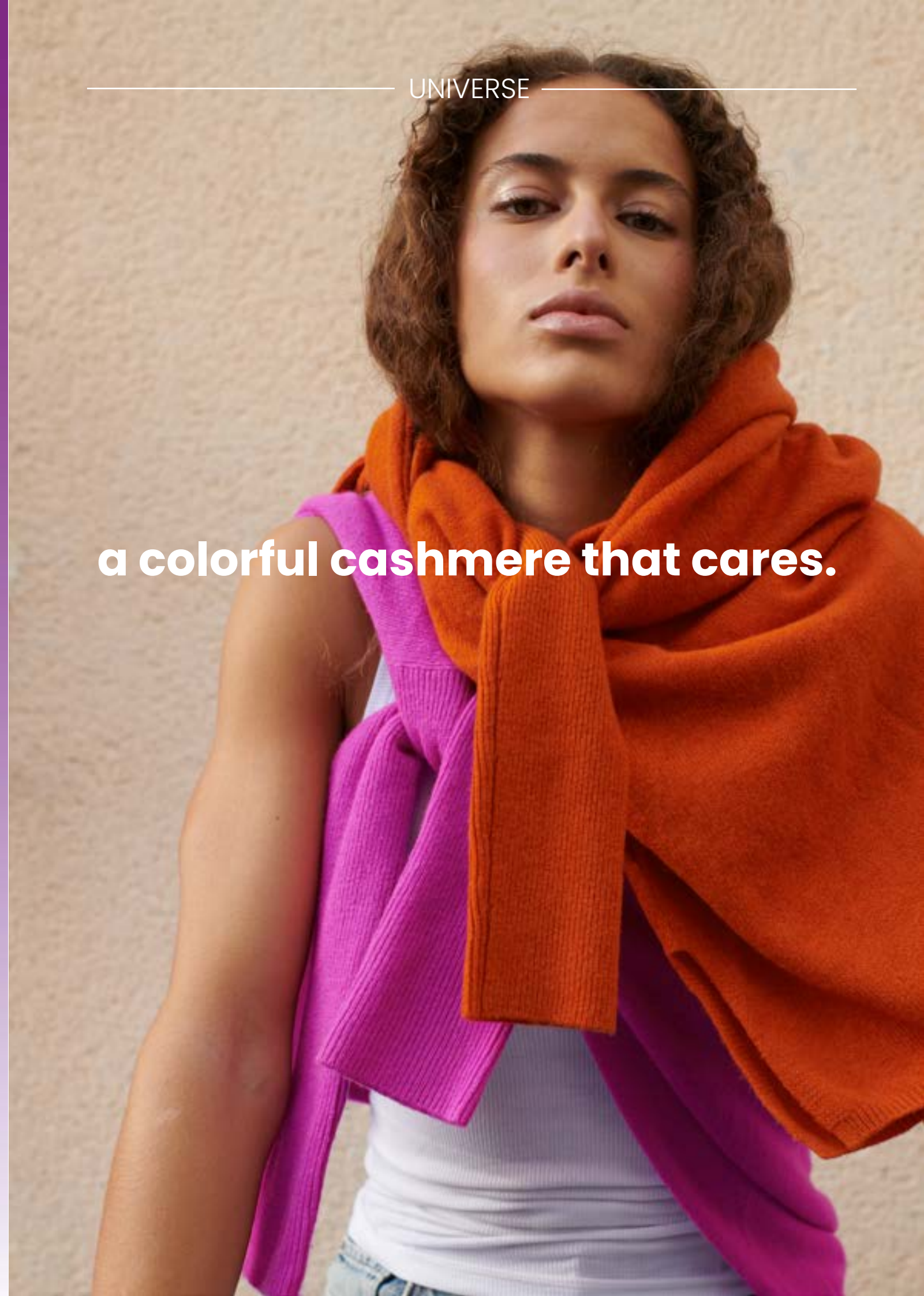
30% cashmere 70% wool.

30% cashmere 70% mohair.

10% cashmere 90% wool.

10% cashmere 90% alpaca.

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PRODUCTS

our products catalog showcases a variety of recurring styles that we refer to as **our iconics**. from just the elaboration of one style we can offer up to **24 color** iterations.



featured key styles :

THE CAMILLE



THE CARLIE



THE KENZA



POSITIONING

we want to provide an **affordable various range** as well as a **premium selection**. cashmere is always at the heart of our business but we need to adapt it as almost a **non seasonal item with the finest quality**. focusing our efforts on satisfying our pre-existing **timeless clientele** while directing a new attractive image towards **a vibrant, contemporary customer**. our prices range from 150€ to 350€



ENGAGEMENT

sourcing.

we source the best quality of certified **OEKO-TEX threads** to create your cashmere gems. they come from the only cashmere goat breed raised in Inner Mongolia's plains. the suppliers are audited constantly to match our sourcing and ethics guidelines.

sustainability.

with our partner **Paradigme**, a french platform specialized in seconhand, we provide a second life for any remaining unsold items..

recycling.

the MCC group collaborates with association Progreso Lana and promises to collect old cashmere fibers to create new ones via their innovative methods.

A woman with long, wavy blonde hair is looking directly at the camera. She is wearing a light blue sleeveless top with a vibrant blue cashmere scarf or shawl draped over her shoulders and tied in a knot at the front. The background is a soft, out-of-focus white wall with horizontal lines.

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COLLECTIONS



FW 2022

this fall winter collection was the first campaign shot since amping up our artistic direction. it embodies the absolut girl and women in a cosy setting while remaining on top of trends.





SS 2023

this spring summer collection was the embodiment of the 80's. we curated a campaign around a dance studio playing with themes of aerobic and ballet dancing.





COLLABORATIONS

as a young and dynamic brand we constantly are on the look for **new collaborations**. over the last year we have featured the likes of **David Bowie**, the musical legend, and the brazilian leisure footwear brand **Melissa**.



DISTRIBUTION



NETWORK

B2C.

1 e-shop website

(FR, EN, IT, DE, NL translations available)

11 sales points in strategic locations:

international and attractive areas such as Paris, St-Tropez, Deauville, Mégève and the list goes on.

B2B.

1 b2b platform: Joor

wholesale strategy with **32 agents & distributors** all over the world.

1500 points of sale through Australia, Canada, Taiwan, South Korea and mostly Europe.

department stores in South Korea, Italia and Taiwan.



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KEY FIGURES

150 collaborators employed by the MCC Group.

50M euros of turnover achieved by the MCC group in 2022.

22M euros of turnover achieved by absolut cashmere in 2022.

500K knit items produced in 2022 including

400K items produced in cashmere.



we care for our values.
we care for our quality.
we care for our clientele.

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