



atelier PARSMEI

About The Brand

Atelier Parsmei is an ethical, sustainable, high fashion kidswear and womenswear brand offering convertible classic contemporary design.

By prioritising sustainability in all life cycles of the clothes Atelier Parsmei ensures that every aspect of production is transparent - respecting both the planet and its inhabitants.

"We choose to seek a better way to produce luxury and high design fashion with social commitment and sustainable principles. Our mission is to encourage everyone we work with or sell to, to think, act and choose positively while finding ideas to help us create less wastage and reduce our environmental impact."

The Atelier Parsmei collection is respectful in production and benefits others through purchase and wear.



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Atelier Parsmei

Spring Summer 2021

Heidi, Girl from the Swiss Alps

Autumn Winter 2021 will be influenced by the steady and increasing global attention on going back to our roots, looking to our childhood and familiar environment.

There is a trend of needing objects and products that serve a humanity purpose, like an antidote to modernisation - Familiar landscapes and objects that evoke a sense of optimism and purpose, created with great care to spark a positive, relaxed and rewarding sensibility.

This story is influenced by the Swiss mountains and the famous tale, Heidi, the farmer girl from the Alps. Colour palette evoke natural landscapes and earth to be used in ton-ton mixes.

Key fabrics are the yarn dyed chess, laces, silk, cashmere, wool and sheep fur.

Parsmei Part of me - part of our future.



Bridget Blue Pinafore | Flurina Beige Top

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Detie Blue Top | Valentina Blue Skirt

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Detie Blue Top | Valentina blue Skirt
Bridget Blue Pinafore | Flurina Beige Top

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Detie Blue Top

Flurina Old Rose Top | Joanna Old Rose Skirt

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Detie Blue Top | Valentina Blue Skirt

atelier PARSMEI



Flurina Old Rose Top | Joanna Old Rose Skirt

atelier PARSMEI



Detie Blue Top

atelier PARSMEI



Heidi Dress Asphalt Vichy | Corina Silk Cotton Lace | Scarf Asphalt Vichy

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Heidi Dress Asphalt Vichy | Corina Silk Cotton Lace | Scarf Asphalt Vichy

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Albula Brown Trousler | Anuk Asphalt Top | Sils Gilet Sheep Fur

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Albula Brown Trousler | Anuk Asphalt Top | Sils Gilet Sheep Fur

Peter Brown Trousler | Rosa Check Overcoat

Celerina Gilet Sheep Fur | Anna Asphalt top

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Albula Brown Trousers | Anuk Asphalt Top | Sils Gilet Sheep Fur

Peter Brown Trousers | Rosa Check Overcoat

Celerina Gilet Sheep Fur | Anna Asphalt top

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Rosea Check Overcoat
Rosa Check Overcoat

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Rosa Check Overcoat | Bernina Brown Trousers

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Roseg Check Overcoat

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Regula Asphalt One Piece
Barbara Asphalt One Piece

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Albula Gray Trousers | Anuk Asphalt Top
Bernina Gray Trousers | Anna Asphalt Top
Peter Gray Trousers | Gian Vichy Shirt

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Maya Dress Silk Cotton Lace

Luisa Dress Silk Cotton Lace

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Luisa Dress Silk Cotton Lace

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Maya Dress Silk Cotton Lace

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Maya Dress Silk Cotton Lace

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Luisa Dress Silk Cotton Lace

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Flurina Beige Top | Joanna Earth Red Skirt

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Heidi Asphalt Vichy Dress

Peter Brown Trousers | Gian Asphalt Vichy Shirt

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Heidi Asphalt Vichy Dress

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Anna Dress Macaroon | Celerina Gilet Sheep Fur
Seraina Dress Macaroon | Sils Gilet Sheep Fur

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Anna Dress Beige | Celerina Gilet Sheep Fur
Seraina Dress Beige | Sils Gilet Sheep Fur

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Anina Dress Macaroon

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Anina Dress Beige

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Anina Dress Beige
Seraina Dress Beige | Corina Apron Silk Cotton Lace

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Anina Dress Beige

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Our Sustainability Commitment

*Pars Mei * Part of me - part of the future.*



FAIR PRODUCTION

Atelier Parsmei carefully selects and works exclusively with manufacturers who operate their business with respect for the planet and its inhabitants. We make sure that our items are produced under fair working conditions.



MADE IN EUROPE

Our first SS20 collection is produced principally in Portugal with some items manufactured in India. However, from AW20 we are proud to offer our entire collection as Made in Europe.



LOCALLY SOURCED

Atelier Parsmei endeavours to limit carbon footprints by sourcing high quality fabrics and trims locally in the same region where our factory is based, or within Europe.



ECO FRIENDLY

All our orders are shipped using a carbon-neutral delivery service. Our packaging is eco-friendly, low impact FSC certified, and poly mailers for shipping are 100% biodegradable. All our orders are shipped using a carbon-neutral delivery service.



ORGANIC

Grown without the use of harmful pesticides, herbicides, insecticides and genetically modified seeds (GMOs), or raised on organic feed without the use of hormones and antibiotic treatments, meaning our fabrics are safer for farmers, workers, and our customers.



WOMAN EMPOWERMENT

At Atelier Parsmei, we are a female led company and we employ only women in our daily operations. Our factory predominantly employs women workers allowing them a better future and the ability to return to work after motherhood. We are a company who wants to support women and especially mothers. Through our Fashion for Education Initiative, we support girl' s education



CERTIFIED

CERTIFIED

Atelier Parsmei only uses environmentally accredited fabrics such as GOTS certified organic cotton, linen, or wool and silk that are free of chemicals and toxins. Our GOTS and OEKO-TEX® certified fabrics mean the fabrics meet rigorous testing for harmful substances ensuring that the fabric is nontoxic and safe against skin.



RECYCLED

RECYCLED

We use low footprint environment-friendly alternatives to viscose such as Tencel/ Lyocell and Modal. We also source recycled or reclaimed materials that have been extracted and reconditioned for a new use. This process minimises the flow of waste into landfills.



HANDCRAFTED

CRAFTSMANSHIP

Atelier Parsmei celebrates and preserves traditions by supporting local artisans and their specialised manual skills.



SLOW FASHION

SLOW FASHION

Atelier Parsmei does not mass-produce. Our garments are of the highest quality, made to last, to be worn season after season, and to be passed down and reused.



MINIMUM WASTE

MINIMUM WASTE

Our pieces are made in limited quantities to ensure the highest production standard and eliminate excess waste. We aim to limit wastage through lean production processes, no over production and responsible stock volumes. We aim to facilitate recycling, reselling and reuse of our garments for our buyers by affiliating with partners specialised in giving old garments a second life while encouraging our wearers to rethink positively about the value of old garments.



CHARITABLE

SOCIAL COMMITMENT

Atelier Parsmei proudly supports the Room to Read Organisation and the Kaveri Vanitha Sevashrama Orphanage through its FASHION FOR EDUCATION INITIATIVE with each purchase contributing to the Atelier Parsmei ethos.