



*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.

## About The Founder



Mauritius born entrepreneur Darshana Salvisberg founded Atelier Parsmei as an ethical, sustainable and socially conscious label. After her business studies at the London School of Economics & Political Science and at the University of Oxford, and her career in finance, she completed a course in childrenswear design at Central Saint Martins, London and currently in Switzerland and Dubai. Whilst raising her two inspiring girls, Darshana experienced the invincible bond between mother and child. This enlightening interconnection serves as the principal force for the label's philosophy and the basis of its collections, and is manifested within the brand's name ParsMei as in Latin, it means "part of me".

Parsmei: Part of me – part of our future.



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## **Atelier Parsmei**

Spring Summer 2022 Collection

### ***Asterix in Paris***

There is a shared sentiment that the world is ready for a restart, a reboot and a rebirth - a growing desire to travel to familiar destinations, which we want to revisit.

Asterix in Paris is exactly this - to unite and to mix together the classic references from the love city, the comic characters "Asterix and Obelix" from our collective memory, and paying homage to Emily from the Netflix series "Emily in Paris", passing through the visionary work of Parisian contemporary artist, Martial Raysse.

For the Spring Summer 22, we are starting to see a shift towards optimism in colour, print and pattern trends. This collection intends to be a bold statement - a celebration of something new to start again. Here we are presenting colour, materials, patterns and shape ideas with the intention of blending people's existing style with what's new, to create its own form and shape.

Key fabrics this Summer are eco friendly organic cotton, recycled cotton and tencel, in our own in house developed prints - Parisian Hearts, Candy Stripes and Check.



Elise Dress Peach Brown Check  
Eloise Dress Peach Brown Check

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Chloe Top | Gisele Skirt Pearl Blue Stripes, Burgundy Paris Heart  
Caroline Top | Gabrielle Skirt Pearl Blue Stripes, Burgundy Paris Heart

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Julienne Jumpsuit Pearl Blue, Burgundy Paris Hearts

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Chloe Top Tofu | Gisele Skirt Tofu  
Caroline Top Tofu | Gabrielle Skirt Tofu

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Chloe Top Tofu | Gisele Skirt Tofu

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Emily Dress Pearl Blue  
Sylvie Dress Pearl Blue

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Julienne Jumpsuit Candy Stripes  
Obelix Suspender Pants Candy Stripes | Corinne Top Tofu | Julie Hair Bow Candy Stripes  
Charley Shirt Candy Stripes | Asterix Shorts Candy Stripes | Colette Bucket Hat Candy Stripes

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Juliette Top | Mindy Skirt Peach Flower Embroidery

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Juliette Top | Mindy Skirt Peach Flower Embroidery  
Jeanne Top | Margot Skirt Peach Flower Embroidery

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Celestine Top Candy Stripes | Madeline Skirt Candy Stripe | Julie Hair Bow Candy Stripes

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Brigitte Top Khaki | Madeline Skirt Candy Stripes  
Charley Shirt Tofu | Margot Skirt Candy Stripes | Colette Bucket Hat Candy Stripes

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Camille Dress Khaki  
Charlotte Dress Khaki

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Charlotte Dress Khaki

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Chloe Top | Gisele Skirt Pearl Blue Stripes, Burgundy Paris Heart | Julie Hair Bow Pearl Blue Stripes, Burgundy Paris Heart  
Caroline Top | Gabrielle Skirt Pearl Blue Stripes, Burgundy Paris Heart

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Julienne Jumpsuit Pearl Blue Stripes, Burgundy Paris Heart

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Eloise Dress Peach Flower Embroidery | Julie Hair Bow Peach Flower Embroidery

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Elise Dress Peach Flower Embroidery

Eloise Dress Peach Flower Embroidery | Julie Hair Bow Peach Flower Embroidery

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Emily Dress Pearl Blue  
Sylvie Dress Pearl Blue

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Remi Bodysuit Tofu | Madeline Skirt Peach Brown Check | Julie Hair Bow Peach Brown Check  
Corinne Top Tofu | Asterix Short Peach Brown Check | Bucket Hat Peach Brown Check

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Cosette Top Tofu | Philippine Short Peach Brown Check  
Charley Shirt | Asterix Short Peach Brown Check  
Colette Bucket Hat Peach Brown Check

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Juliette Top Khaki | Mindy Skirt Khaki  
Jeanne Top Khaki | Margot Skirt Khaki

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Camille Dress Khaki

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Jeanne Top Peach Flower Embroidery | Asterix Shorts Carnellan

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Juliette Top Peach Flower Embroidery | Philippine Short Carnellan  
Jeanne Top Peach Flower Embroidery | Asterix Shorts Carnellan

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Camille Dress Tofu

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Emily Dress Carnellan  
Sylvie Dress Carnellan

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Remi Bodysuit Tofu | Madeline Skirt Peach Brown Check  
Corinne Top Tofu | Asterix Short Peach Brown Check | Colette Bucket Hat Peach Brown Check

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Celestine Top | Alize Shorts Candy Stripes

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Celestine Top | Alize Shorts Candy Stripes  
Clemence Top | Aline Shorts Candy Stripes

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## Press Features

BAZAAR  
BRASIL  
kids

ELLE  
BRASIL

MILAN  
CHILDREN'S FASHION & LIFESTYLE MAGAZINE

Luna

PIROUETTE

KIDS

ELLE kids

Milk  
LE MAGAZINE DE MODE ENFANTINE

SMUDGETIKKA

Red

SCIMPAELLO

hooligans

kid's wear

Childhood Business

NINSMODA™

Poster Child

# 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**

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**

Our packaging is eco-friendly, low impact FSC certified, and our poly mailers for shipping are 100% biodegradable. All our orders are shipped using a carbon-neutral delivery service. Read more about our logistic partners' environmental commitment [here](#).



## **SLOW CIRCULAR FASHION**

Through our RECYCLE & DONATE programme, purchased outfits can be returned back when outgrown by kids and credited for a discount applied on succeeding purchases through the online store. Gently worn clothing will be recycled or sold as preloved or donated to charitable organisations based on the degree of usage.



## **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.



## 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

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.



## CRAFTSMANSHIP

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



## 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.



## 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.



## WOMEN 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 and literacy.