



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 and in Sustainable Business Strategy at Harvard Business School.

She currently lives in Switzerland. 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". Darshana strongly believes that both Mother and Child 'Mommy & Me' can wear and enjoy luxury pieces that are respectful in their production and benefits future generations.

Pars Mei: Part of me - Part of our future



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Spring Summer 2023

Viva La Vida

Atelier Parsmei Spring Summer 2023 collection is inspired by the Mexican artist, Frida Kahlo. Frida's art dramatises the pain in her life while cultivating an image as a bold survivor. She is best known for her self-portraits that express the emotional effects of pain, loss and tragedy in her life. In an anecdotal way, we, humans rose as survivors post a blurry pandemic past after much pain felt in various ways and we can consequently now appreciate life in a grateful manner.

From a traditional viewpoint, Frida's work expresses the essence of her culture in the 1920's. Many of her paintings included artefacts of Mexico and traditional Mexican costumes – long skirts and dresses. In this collection, we take you to revisit some of Frida's main works through a contemporary interpretation of some of her surrealistic imagery and the dresses she drew. Our high neck Frida dress was inspired by Frida's white dress in "The Two Fridas". Our pink dresses were inspired by the artwork "Girl with Death Mask" and our long olive green dresses were imagined from her artwork "Me and My Doll".

Frida's bright colours express a celebratory feel of Mexican folk art and her direct unwavering stare insinuates brashness and boldness. For this collection, we wanted it to be an expression of colours, patterns and shapes by using floral prints, paisleys and geometric patterns. We also developed our own in house illustrated patterns of Frida and elements of her culture.

"I paint my own reality, the only thing I know is that I paint because I need to, and I paint always whatever passes through my head, without any other consideration" ~ Frida Kahlo, 1907-1954.



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Press Features

BAZAAR
REVUE kids

ELLE
PARIS

MILAN
GRUPPO EDITORIALE L'ESPRESSO

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

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

MADE IN EUROPE

We are proud to offer our entire collection as Made in Europe.



LOCALLY SOURCED

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

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 FASHION

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

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 Save the Children Ukraine 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.