

*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 2024

## ATELIER IN WONDERLAND

Inspired by Alice's adventures, Atelier Parsmei's Spring Summer 2024 collection takes you on a journey through Wonderland. From playful prints to bold colours, each piece is designed to spark everyone's imagination, encouraging an embrace of one's own sense of wonder.

During our journey in Wonderland, we fall down a rabbit hole and find ourselves in a magical world full of whimsy and wonder. We come across talking animals, play croquet with the Queen of Hearts and attend a tea party with the Mad Hatter in a garden of red poppies.

Our iconic Pink Wonderland illustration, developed in-house, features a whimsical print of rabbits, teacups, cakes, cute creatures, blooms and playing cards. For a touch of elegance, our "Green of Hearts" Liberty fabric features a love heart chain pattern. Our blue English rose print brings romance to the collection and our "Mad Hatter" caps add a playful and casual touch to any outfit. This season, we are also introducing Atelier Parsmei's Home collection with hand painted ceramics, matching placemats and napkins, and luxury paper stationery.

Whether you are exploring the great outdoors or attending a tea party with friends, our Atelier in Wonderland collection is destined to delight and inspire. So come along and join us on an adventure through our very own Wonderland tale - who knows what awaits!



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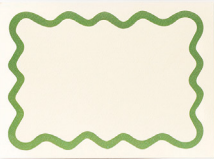
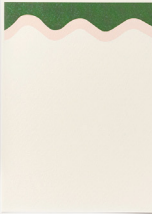
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## Press Features

BAZAAR  
BRAND kids

ELLE

MILAN  
MODA E STILE

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

## 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.



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 Save the Children Ukraine through its FASHION FOR EDUCATION INITIATIVE with each purchase contributing to the Atelier Parsmei ethos.



WOMEN EMPOWERMENT

## 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.