

spring summer 2026

ISLAND
sanctuaries

5 easy steps

**Find your
calm**

**Rethink
design**

designer interview

A walk in the park

CARE BY ME

Social luxury

It's not only a purpose - it's a promise

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We empower women on their journey toward a better life.

In 2012, Camilla founded CARE BY ME with a powerful vision: to create lifestyle products that celebrate and embrace women in our part of the world, while empowering women in developing countries.

This dual purpose remains at the heart of everything we do.

More than a decade later, our commitment to both purpose and promise is as relevant as ever. Every single day, we strive to honour the mission of CARE BY ME by creating meaningful connections between women across continents through beautiful, purposeful design.

Our journey continues to be guided by the belief that design can be a force for positive change – bridging worlds and lifting each other up, one carefully crafted piece at a time.

Thank you for being part of our journey this season.

All the best,
Pernille & Camilla



Laura leaf top
Laura classic shirt

Island sanctuaries

Eternal inspiration for creative processes

Denmark is a small country surrounded by water, home to more than 1400 islands, though only about 70 are inhabited.

There is something special about the quiet you find on islands – that deep silence that surrounds you when you're completely encircled by water. Here, where the sea stretches endlessly in every direction, your mind naturally begins to relax and let go of everyday worries.

The soft sound of waves becomes your only companion, creating a peaceful space where thoughts can wander freely. This water-surrounded solitude works like a gentle cleanse for the soul, washing away all the noise and stress that usually fills our heads.

In this pure quiet, creativity comes alive. Ideas that were hidden beneath daily distractions suddenly become clear and bright. Your mind, no longer fighting against constant interruptions, finds its natural pace – one that matches the steady rhythm of the tides surrounding these peaceful islands.

It's in these moments of complete silence, with nothing but water and sky around you, that you remember what it feels like to simply breathe and be present.

CARE BY ME has cultivated special relationships with several of these islands, and this season we want to spotlight two that hold particular meaning for us:

Ærø

is where we handcraft our new soya candles, drawing inspiration from the island's serene atmosphere.

This authentic destination offers a genuine small-island experience, with its colorful merchant houses, fascinating maritime museums, and peaceful countryside that beckons visitors to explore by bicycle or on foot, discovering hidden corners where time seems to stand still.

Fanø

is where our dear friend Trine lives, and she captured the stunning photographs for our Joy denim series.

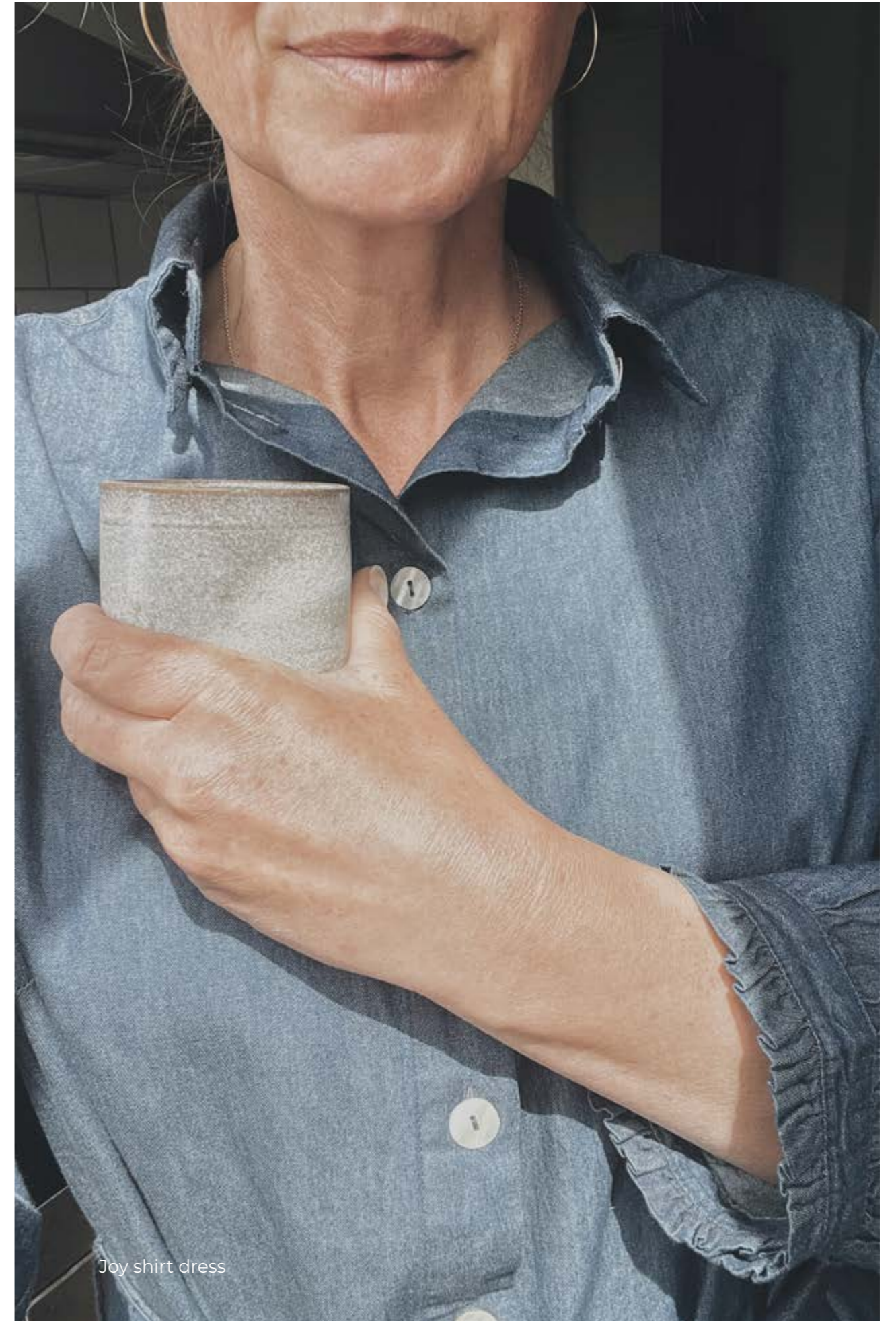
This remarkable island combines expansive sandy beaches with charming traditional thatched-roof houses.

Fanø is celebrated for its annual kite festival and distinctive local culture that has been shaped by centuries of maritime tradition.





Fanø holds a magic that goes beyond its famous beaches. This island breathes with centuries-old traditions, where time moves differently and every corner tells a story. Charming villages feature cobblestone streets winding between traditional thatched-roof houses painted in soft, weathered colours. These are living homes where island families have gathered for generations. What makes Fanø special is its authentic culture - traditional Danish needlework still practiced by local women, and a working harbor where fishing boats head out at dawn, continuing rhythms that have defined island life for centuries.



Joy shirt dress

Denim

the sky and the ocean

Joy series

Discover our GOTS certified denim that honours both your style and the planet – a collection born from the belief that conscious fashion should never compromise on beauty or quality.

Our 100% organic cotton collection meets the highest GOTS certification standards, ensuring every thread is grown and processed with environmental and social responsibility in mind.

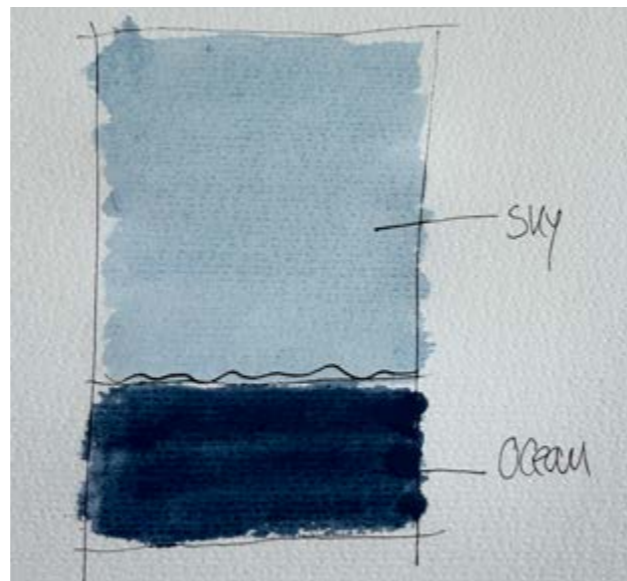
From the cotton fields where no harmful pesticides touch the soil, to the mills where fair labor practices are paramount, every step of our production journey reflects our commitment to doing better for both people and planet.

Drawing inspiration from nature's most breathtaking canvas, we've created two signature washes that capture the essence of endless horizons, each telling its own story of natural beauty and timeless appeal.

The deep blue tone mirrors the ocean's mysterious depths – rich, timeless, and effortlessly sophisticated. This darker wash carries the weight of midnight waters and storm-kissed waves, perfect for those moments when you want to embody strength and elegance in equal measure.

Our lighter wash embodies the open sky at dawn, offering a fresh, airy alternative that speaks to those seeking understated elegance. Like morning mist over calm waters, this softer hue brings a sense of serenity and lightness to your wardrobe, ideal for both casual days and elevated styling.

Each piece is crafted from pure organic cotton that gets softer with every wear, creating that perfect lived-in feel while maintaining the integrity



that only comes from sustainable production.

The fabric breathes with you, moves with your body, and develops its own unique character over time – becoming more beautiful and comfortable with each passing season.

This isn't just denim – it's a commitment to conscious wear that looks as good as it feels, designed for the modern individual who refuses to choose between style and sustainability.

The collection includes thoughtfully designed tops that flow effortlessly from day to night, versatile dresses that work for both casual adventures and special moments, perfectly fitted pants that flatter every silhouette, and elegant skirts that bring feminine grace to any wardrobe. Each piece is crafted to be perfect for both everyday life and more festive occasions, seamlessly transitioning from morning coffee runs to evening gatherings with friends.

When you choose GOTS certified, you're choosing transparency, environmental protection, and social responsibility woven into every fiber.

You're supporting regenerative agriculture, fair wages for workers, and production processes that respect both human dignity and the natural world we all share.



Nordic Days

of light and laughter

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Christine cable sweater



Laura leaf top
Joy skirt



Laura shirt dress





Laura classic shirt
Laura shorts
Sun hat





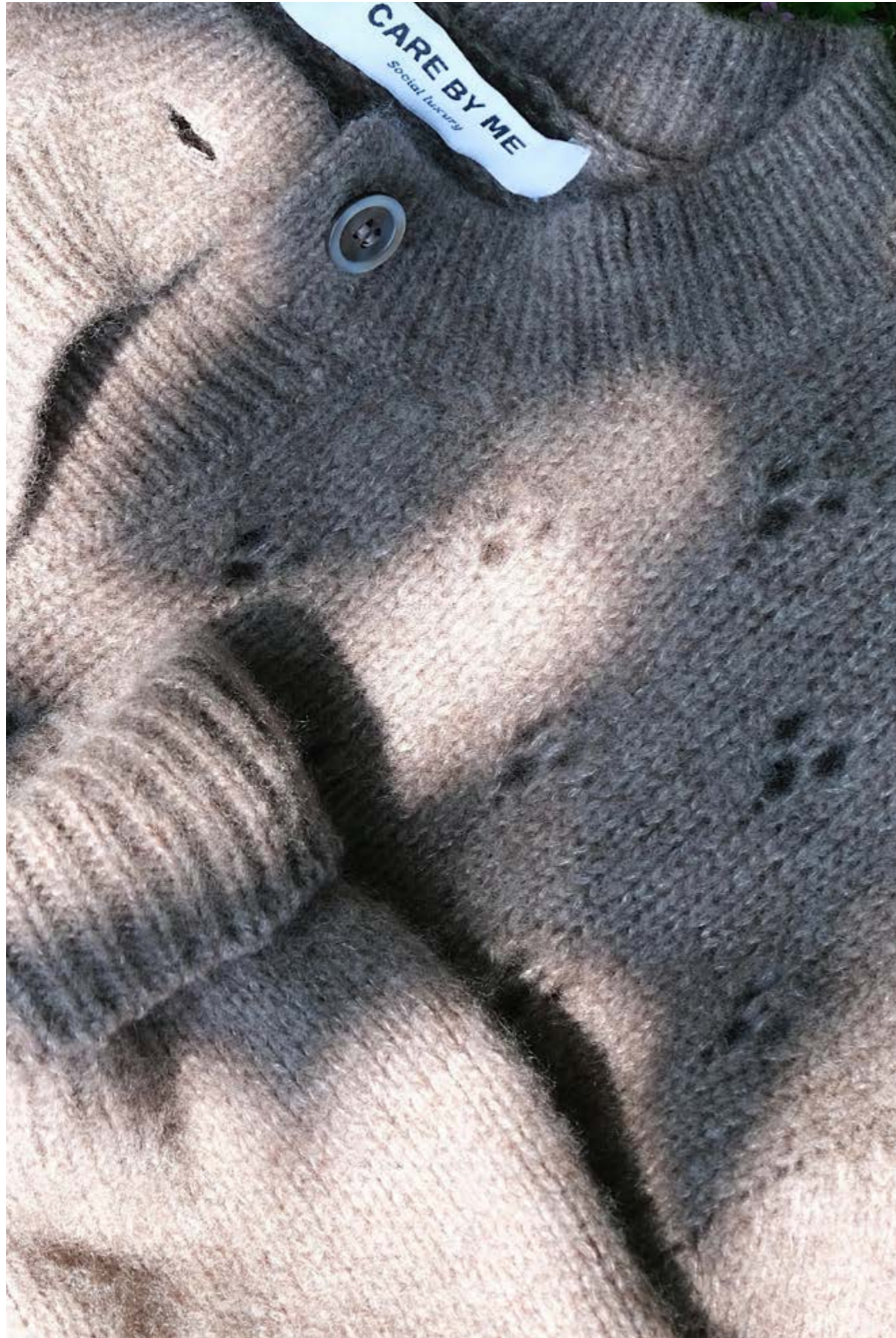
Joy farmers shirt
Laura casual pants



Sienna bag



Laura casual shirt
Sienna bag
Sienna hat



Harmonie cardigan
Clara t-shirt
Laura pleated skirt

Into the WOOD

Where nature meets timeless design

There's something magical about walking into the woods – that moment when the forest floor cushions your steps and the canopy filters light into gentle patterns above.

This connection to nature doesn't just calm the soul; it actively restores our health, lowering stress and bringing clarity to our busy minds.

At CARE BY ME, we treasure Mother Earth with the same reverence you feel on those woodland walks.

Every garment we create is crafted exclusively from natural materials, honouring both the planet and the people who wear our pieces.

Our luxurious cashmere comes to life through the skilled hands of artisans in Nepal, where traditional hand knitting machines create pieces with soul and character that mass production simply cannot match.

Meanwhile, our organic cotton, sourced from India and proudly GOTS certified, ensures that every thread meets the highest standards of environmental and social responsibility.

We believe in embracing a slower lifestyle – one that values quality over quantity, mindfulness over haste.

This philosophy guides our design process, where we proudly create long-lasting styles meant to be cherished season after season.

Each piece is designed to age beautifully, becoming more personal and comfortable with time.

Rooted in Nordic design traditions, our collections celebrate clean lines, natural textures, and timeless silhouettes that honour both heritage and sustainability.

This is design with purpose – garments that connect you to nature's wisdom while respecting the earth that provides for us all.



Clara top
Cecilie shorts

The history of our waste quilt

At CARE BY ME, we love the idea of upcycling and ZERO WASTE.

When Pernille was in Kathmandu in the fall of 2018, it quickly became clear to her that all the remnants from our exclusive materials from the knitting machines were being wasted, and that they should be used for something meaningful.

We wanted to upcycle these remnants into a new product – and that's how the Waste quilt was born.

As a beautiful detail, the hand-sewn stitches form the shape of a heart when the blanket is unfolded.





Laura leaf top
Sea sweater
Flora skirt



Biking in Denmark

90% of Danes own a bicycle compared to only 40% who own a car, making Denmark one of the most bike-friendly nations on Earth!

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Karl sweater
Cecilie shorts



Where time stands still Nordic summer days by the sea

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There's something magical about a Nordic summer day at the beach. The sun stays up late, casting a golden glow that makes everything feel dreamy and endless.

The sand is cool and soft under your feet, perfect for long walks along the water's edge. The sea breeze carries that fresh, salty scent that instantly makes you breathe deeper and feel more alive.

You can spend hours here without realizing it – reading a good book, sipping coffee from your favorite mug, or simply watching the waves roll in.

The best part? The light never really fades. Even late in the evening, the sky glows with soft colours, giving you permission to stay just a little longer.

It's one of those simple pleasures that fills your soul – the kind of moment that reminds you why Nordic summers are so special.



Ingrid top
Cecilie skirt



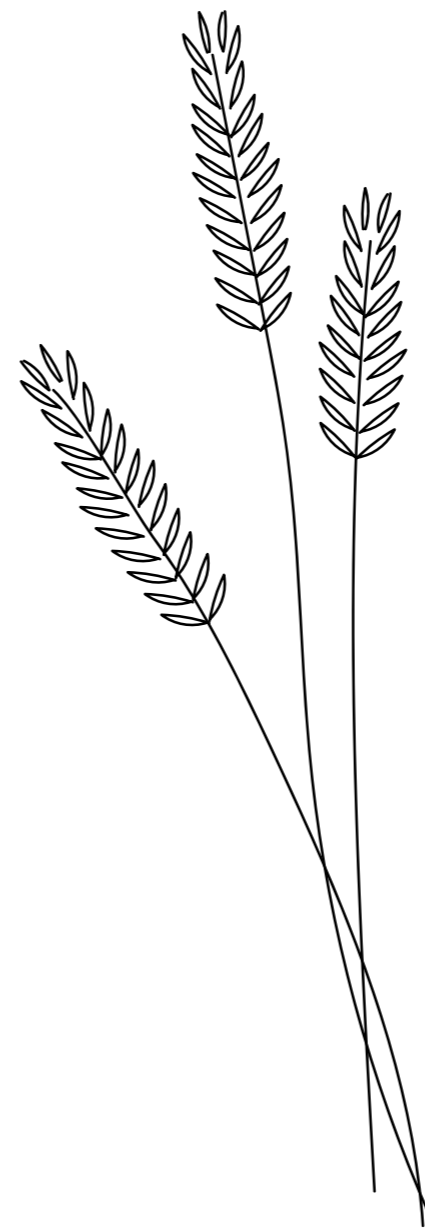
Augusta pouch



*Beach time isn't
just a break
– it's where your
soul remembers
how to breathe
again*



Beach tote bag
Sun hat lace



Augusta dress



Dream bedding



Basket bag
Mea sweater

A Walk in the Park



Duo sweater
Laura skirt
Joy weekend bag



Angelina cardigan
Laura leaf top
Laura casual pants
Basket bag



Angelina cardigan
Duo sweater
Laura casual pants



Basket bag
Sunil sweater



Angelina cardigan
Duo sweater



Augusta top
Augusta skirt
Waste quilt

*D*esigner interview: *Camilla Gullits*



Rethink design

We need to rethink why and what we design. This isn't just another trend, but a real change in how we think and create.

I say back to basics, as we must understand that true innovation stems from simplicity, authenticity, exceptional craftsmanship, and carefully developed products.

Imagine a world where design isn't simply a rebellious act against convention, but a mindful journey towards long-lasting impact.

I believe that together, we can turn ordinary ideas into something extraordinary and inspire real change — for better lives, a kinder world, and a healthier planet.

When we connect and support one another, we can achieve far more than we ever could alone.

Love is the steady flame that guides us, and at CARE BY ME that love is unwavering:

we want to empower women in their journey towards a better life.





Augusta tunic
Augusta A-dress

Lake Garda

creative inspiration

Our creative team visited the stunning shores of Lake Garda, seeking fresh inspiration for upcoming projects.





Basket bag



Augusta tunic



Augusta A-dress



Augusta A-dress
Basket bag

Go green

and breathe



Mea sweater



Sunil sweater
Celine pants



Soft feet socks



CARE BY ME

Social luxury