MUNTHE

....the journey



MUNTHE

....the conscious journey



"If you always do what you always did,
you will always get what you always got"

– Albert Einstein

FOREWORD BY NAJA MUNTHE

"I think curiosity is the core of all creativity – the drive to do something better, to experiment, to play, to create. Whether you're an artist or a high-profile entrepreneur, you need curiosity to thrive, or you'll go on autopilot.
Following the joy in each step of the curious, explorative and creative process and feeling joy in what I am doing, is what I define as success. This also stems from understanding "why" I do what I do.
I know my drive and my "why" – which is to connect with art-curation, sustainability, and life-inspiration - by linking them to a design-story that will have impact and meaning.

MUNTHE's designs must be useful and stylish. It's about creating clothes that help women feel great, but also about making sure that a MUNTHE piece will stand the test of time and remain in wardrobes for years to come. I'm looking at women who are younger than me but also older. It's all about creativity, being on the go, dressing up and down - things you do on a busy day. I try to create international - and timeless pieces - that you can style and wear in multiple ways.

Sustainability is at the core of every step that MUNTHE takes. We still have a lot of work to do but I am proud of the journey we are on. We're constantly updating what we do and thinking about how to be more sustainable. I value being able to make key decisions that impact the future. I value being responsible for what I put into the environment on our sustainability journey. I value offering our customers a more sustainable option, without compromising the design."

– Naja Munthe





Naja Munthe decorating ceramics

ABOUT MUNTHE

Born in Denmark and based in Copenhagen, the first collection hit the stores in 1994 and quickly became well-known after being featured in magazines like Vogue, Cosmopolitan and Elle. Since then, the spirit of every collection is to be inventive, quite in the same way as art can be. According to the founder Naja Munthe, fashion is about self-expression. Therefore, MUNTHE's collections often are both contemporary and classic, always with a printed twist.
Detailed tailoring and thoughtful, creative skills are at the heart of MUNTHE – and is designed for a multi-generational group of women in celebration of their femininity.

That MUNTHE has a deeply rooted love for art and sustainability is no secret.
These two elements are always to be found in every collection. Combining high fashion with a passion for environmental awareness, MUNTHE incorporates sustainability in everything.
MUNTHE strive to be recognized as a more sustainable fashion house and believe that companies have a responsibility to improve the environmental footprint of their operations.

MUNTHE want to show what is possible in terms of delivering, not only essential long-lasting economic results, but also important environmental results. The last couples of years MUNTHE have been innovating the way working with, and through the workforce, to deliver these positive results. MUNTHE have invested in upskilling and are now competent to demonstrate not only new fashion collections, but a true change in the way of working with creating sustainable outcomes.

MUNTHE suggest the customers a wardrobe to serve their multifaceted lives, rather than dictating current trends to them. Easy elegance, gentle femininity and high qualities are fundamental to every piece. Each style needs to interact with each other in the collection, as well as with an existing wardrobe. It results in ongoing collections that are not only conventionally trend-driven, but also are a part of a long-lasting wardrobe.

PSSST.... See next page for a glimpse of our journey

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COLLECTIONS



SPRING SUMMER 2023

“SUPREMATISM”

“When I design a new collection, I love to erase the line between creating casual, elegant and graceful styles, and timeless, everlasting items. Why can’t they be both?

Art has always been an influence, a means of enriching MUNTHE’s design thinking.
Using art as a motivation in this way is all about seeing the interest and the beauty in every detail and depict it in other creations. The Suprematist paintings of Ukraine-born Kazimir Malevich is one of the main influences in this Spring Summer 2023 collection.

Time spent observing his work leads to an understanding of the visual language that Malevich developed, which can then be applied to fashion design. There are so many clues in his paintings to find atypical ways to organize shades, geometrical forms, lines and especially his significant color palette, has been an endless source for inspiration “

– Naja Munthe







Without much fuss, elegant and simple florals have made their way into every season.



The fragile, white and ivory tones are broken up by dash of colors, as seen in the feminine shirts and the lengthy dresses.




MONTHE





FALL WINTER 2022

“CRAFT CLASS”

“I grew up with arts and crafts of all sorts, as members of my family were all creative. So, I was basically raised on it.

For this Fall Winter 2022 collection I focus on handcraft, material design and arts. The difference between arts and crafts is an age-old debate, and a distinction not seen the same way by all cultures. I tend towards the view that beautiful, handcrafted materials bring art into fashion life.

One of MUNTHE’s greatest strengths is our authenticity and our truth as a brand, influenced by art and female empowerment. That’s something that we really hold very central, and we’re disciplined about, because that’s why we’re embraced”.

– Naja Munthe







Blues – particularly bright, clear-tones – will remain important for this FW22 collection. It has a lightness and clarity that calls to mind the elements of air and water.



The FW22 collection incorporates some of the work of two female visual artists – printed on silk.



SPRING SUMMER 2022

“PREFERRED LOVE”

“How do you define a favorite?

There are favorite films, favorite works of art, favorite cars, literary favorites, and of course: favorite clothes.

What does it mean to embrace a favorite style? By definition, a favorite is an outstanding example of a style, something of lasting worth or timeless in nature. And there’s one key element that holds true for any type of favorite, whether it’s fashion, films, or books; the value that item holds for you.

Something that you can return to again and again. Something you can keep for years, even decades because it will last.

Thinking about the longevity of the clothing you own, not only is a way to have a more sustainable approach to fashion but will also help you carve out a style that is eternal and feels truly you”.

– Naja Munthe







This SS22 collection we have designed around the theme of “beloved keepers” based on the inspiration from the styles that we ourselves want to wear.



It is all about the fresh and beautiful silhouettes, effortless denim, stunning prints and the exquisite balance of each detail, such as the height of the waist, the fringe-details, big, collared shirts and the fit.





THE SIMPLE STUDIO

“In my life I always go back to the most simple, authentic and truthful things. Love, friendships and peacefulness – everything that makes me feel at ease, finding the right balance. Going back to basics, both in life and with the things that I surround myself with - similarly how I decide what to wear in the morning. Keep it simple.

The Simple Studio-styles is a selection of indispensable and sustainable items. A collection of essentials, closet fail-safes, key styles which create the ultimate capsule wardrobe. We brought this idea to life by blurring the lines between everyday-workwear and styles, you’ll wear on repeat for years to come.”

– Naja Munthe







The new Simple Studio jeans are made in organic cottion, which uses no pesticides and less water when grown. The jeans, cut to a straight fit, are the ideal pairing for the feminine tank tops or shirts. A look that will forever feel timeless.



One of the core values for MUNTHE is to make high quality, long lasting sustainable styles and The Simple Studio is designed based on those principles.







MUNTHE

RUNWAY

When it comes to Copenhagen Fashion Week, MUNTHE is present every season. The shows are the perfect place to show the collections.





Fall Winter 2022



Fall Winter 2021



Spring Summer 2021



Fall Winter 2020



Spring Summer 2020



Spring Summer 2019

MUNTHE

MUSES



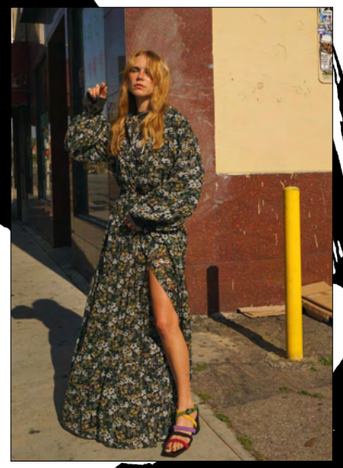
Josephine Skriver



Sophia Roe



Gigi Hadid



Courtney Trop



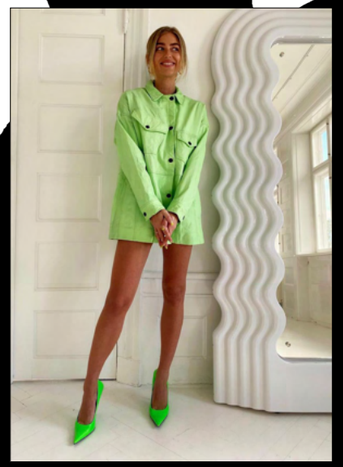
Linda Tol



Marta Cygan



Leena Ha



Emili Sindlev



Vanessa Hong



Julie Sariñana



Josefine Haaning Jensen



Josephine Skriver



Oumayma Elboumeshouli



Priyanka Chopra



Pernille Teisbæk



Maja Weyhe



Jennifer Lopez



Lucy Williams



Veneda Carter

A CONSCIOUS JOURNEY TOWARDS A MORE SUSTAINABLE FUTURE

"It has always been core to the MUNTHE brand to be conscious and constantly reflect on how we are in the world. Being a fashion brand, by nature we are not in a sustainable industry but I believe that by using our brand as a powerful platform and by enacting the very change we want to see in others, we can initiate small changes that will accumulate into bigger ones over time.

We interpret sustainability holistically and believe that we are on a never-ending journey where we constantly need to explore and evaluate how to best invest in progress. We need to take an honest look at all aspects of our production from choosing the best low-impact material to creating the best working conditions for our suppliers and employees. Finally, it is a journey towards unleashing the power and potential of women - an issue that has always been very close to my heart.

Ultimo 2022 we will publish our first responsibility report. Until then you can read more about our 6 sustainability commitments here. I hope you will enjoy and be a part of our conscious journey."

– Naja Munthe



OUR COMMITMENTS:

FEMALE EMPOWERMENT

TRANSPARENCY

TOWARDS NO WASTE

DECENT WORK ENVIRONMENTS

LOW IMPACT PRODUCTION

SOCIAL RESPONSIBILITY

FEMALE EMPOWERMENT

Worldwide, inequality between genders is still holding many girls and women back. Women are paid less, carry a bigger burden of unpaid domestic and care work and face less financial security. As a consequence, their ability to determine their own choices and their right to influence social change is weakened.
At MUNTHE, we genuinely believe that by realising the potential of women we can positively change the way we live! That is why we relentlessly continue to use our brand as a platform to support girls and women so together we can foster a more respectful, prosperous and appreciative world.

TRANSPARENCY

Transparency is a fundamental component in the transition towards a more sustainable future. It documents the real impact of products and serves to show that brands are genuinely trustworthy.
At MUNTHE, we are aspiring to become as transparent as possible. To do so requires a meticulous documentation practice that we are only now establishing internally and with our suppliers. We are taking small steps but learn as we go.

TOWARDS NO WASTE

By nature, fashion is not a sustainable industry. Today's consumerism results in a massive over-production of clothes and a stunning 5.8 million tonnes of textiles are discarded on a yearly base in Europe alone.
At MUNTHE, we are working hard towards no waste. By integrating a meticulous approach to our design, the materials we use and the way we produce each collection, we are working to become the most responsible version of ourselves.

DECENT WORK ENVIRONMENTS

Sadly, the fashion industry is not renowned for its good working environments. Globally, there are still no common standards when it comes to fundamental working rights such as safety, decent living wages, working hours or health insurance.
At MUNTHE, we believe that our most valuable resource is the individual people that we work with on a daily basis. We also believe that it is an on-going task to challenge the existing conditions to create the best possible working environment for our employees and the people who work with our suppliers.

LOW-IMPACT PRODUCTION

As the world is increasingly affected by climate changes, we need to find better and more environmentally friendly ways of production. Taking a pragmatic approach to the use of materials, transport and an active purchase policy give us a set of powerful tools towards a more sustainable industry.
At MUNTHE, we aim to minimize our environmental impact. We are on a journey to do so since it is not an easy task, but we believe that by continuously striving to achieve a little more we will be able to document tangible effects.

SOCIAL RESPONSIBILITY

The world is becoming bigger and smaller at the same time. National events have international impact, and humanity has never been more important as we are bound together by global issues like environment and migration.
At MUNTHE, it has always been our core to care for others. We believe that all kind acts matter and we truly feel obligated to work and cooperate with individuals and organizations to benefit the national and international communities that we are a part of.

DISTRIBUTION

MUNTHE has a multichannel distribution and a loyal customer base in more than 25 countries.



ANNUAL DROPS

5 yearly collections with 9 annual drops

Spring Summer delivery: 2 drops

High Summer delivery: 1 drop

Pre Fall delivery: 1 drop

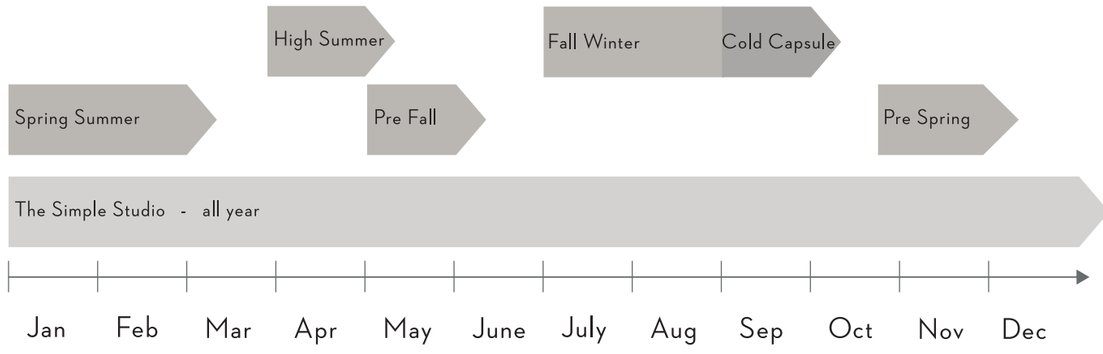
Fall Winter & Cold Capsule delivery: 3 drops

Pre Spring delivery: 2 drops

The Simple Studio delivery: All year

PRODUCT FLOW & OVERVIEW

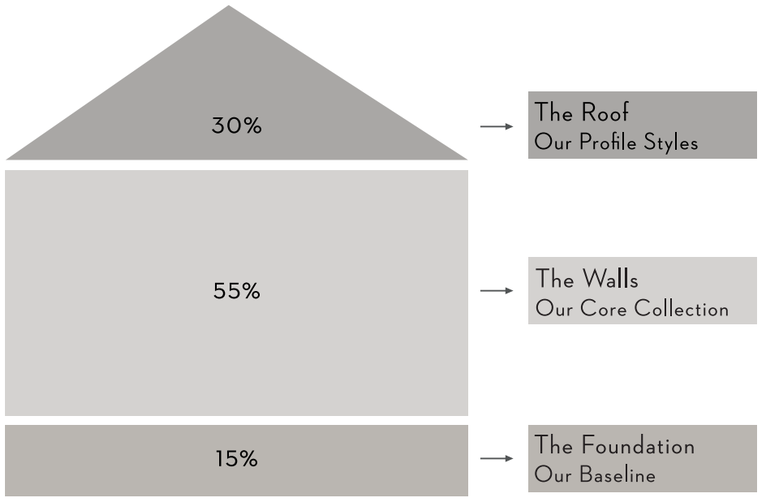
5 yearly collections with 9 annual drops



For each collection we define a selection of The Simple Studio styles and add them in seasonal colours. Best-selling styles from collections can also be integrated in The Simple Studio line.

PRICE & COLLECTION STRUCTURE

How we build our collections





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