

LNDR / ALLOW ME TO INTRODUCE MYSELF

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LNDR is designed for the modern active lifestyle: pieces are effortless, functional and versatile. The garments blur the line between casual everyday and technical performance-wear. Quality, fit and comfort are essential, as functionality blends with clean aesthetics.

01 THE PRODUCT / EVERY DAY WEAR FOR ACTIVE LIFESTYLES

LNDR believes in the power of effortless and purposeful design to accompany the modern, active lifestyle, where comfort is as valuable a commodity as time.



Today, clothes need to transition between the workplace, to lunch, to the gym, to catching a flight. LNDR have created a unique offering which bridges the gap between every-wear and active-wear categories.



“Clothes are who you are, and where you are going”

LNDR designs are easy-to-wear, throw-on styles: effortless and wearable. Whilst the active-wear pieces are created with sporty, technical features, the overall design is always understated and fresh: style isn't sacrificed for utility. The active garments can be incorporated into the wearer's everyday wardrobe (even on the days she's not planning to work up a sweat).



02 THE FABRICATIONS / PERFORMANCE & TECH

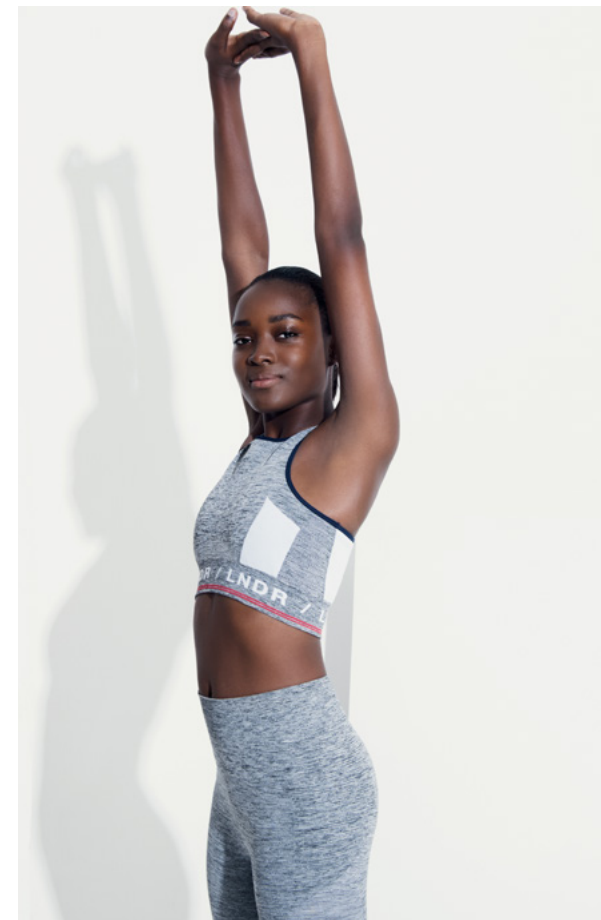


We now permanently coexist with lifestyle-enhancing technology, from smart phones and watches to activity trackers. Using innovative performance fabrics within the designs, LNDR utilizes textile technology advancements to improve modern active living.

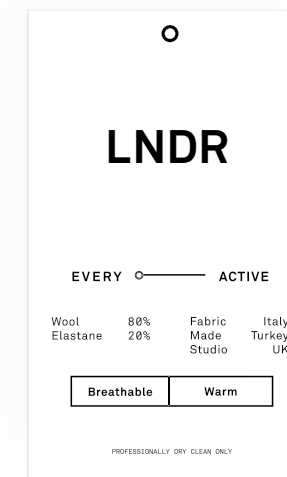
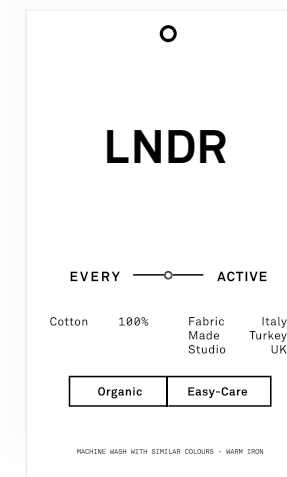


LNDR collaborates with a Swiss performance fabric producer and member of the Spacetex project, which sends textiles to the International Space Station to undergo experiments in gravity-free conditions.

The Scandi-style 'Scout' bomber (above) is made with a breathable, dynamic climate control micro-coating, which actively balances temperature extremes. If the wearer heats up, excess warmth is redistributed throughout the garment's yarns to regulate their temperature. When the temperature drops, previously stored heat is released to keep them warm. This fabrication is used in the uniforms of McLaren Formula1 drivers.



Many of LNDR's active pieces – including the 'Eleven' leggings (left) – are created using circular compression knitting, which boosts circulation and sends additional oxygen to the wearer's active muscles. All LNDR knitted active pieces - including the 'Speed' sports bra (also left) - are constructed using silver technology yarns, which are naturally antibacterial, prevent odour and keep the garments fresh for longer.



LNDR's branding purpose centres on transparency and information. As the garments are made from high performance and specialty fabrics, the LNDR swing tags (left) are designed to communicate the unique attributes and benefits of each individual garment's use.

LNDR is passionate about functional and technical design that enhances the modern active lifestyle. This drives the team to spend time on research and development, to seek out the latest and best fabric technologies to ensure that their customers enjoy the benefits.



03 LNDR / LAUNDER / LONDONER

The abbreviation of LNDR is a wink to the brand's DNA: the team is passionate about premium-quality clothing to be cherished and cared for ('Launder'), and are headquartered in one of the world's most exciting cities (they are proud 'Londoners').



LNDR HQ is located in the heart of Shoreditch. Each member of the team is a LONDONER on the move: you'll catch them saluting the sun at the local yoga studio, commuting on their bikes, or hitting the fitness circuits after work.



Through the use of informative packaging and marketing, LNDR encourages customers to care for each item, see the value in what they have purchased, and to LAUNDER them properly to extend the product's life-span. Environmental impact decreases when high quality garments are designed to last and supersede trends. According to WRAP, extending the useful life of clothing by just three months per item would lead to a 5-10% reduction in each of the carbon, water and waste footprints.



04 RETAIL PARTNERS

This November, LNDR's first collection – Pre-Spring /Summer '16 - will be in leading stores throughout Europe, Asia and the US. These retail partners include Harvey Nichols, Lane Crawford and Equinox.

LNDR will also be launching their online boutique this November, and are currently scouting East London for a flagship store.

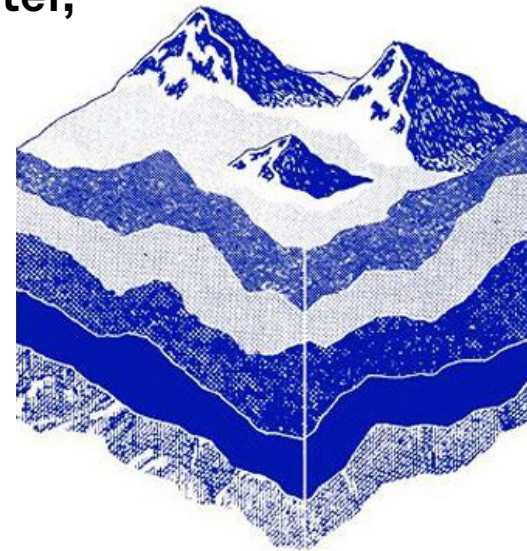
“We are super excited to be launching LNDR at Harvey Nichols – the ideal product for a modern active lifestyle”

- Emma Anderson, Buyer at Harvey Nichols

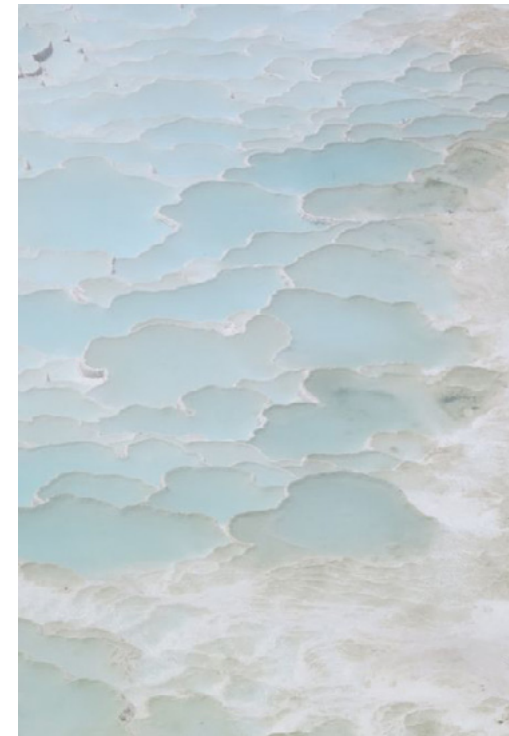
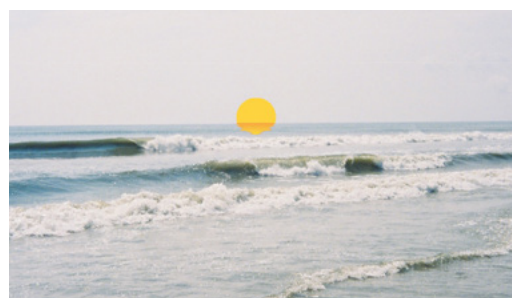
05 PRE-SPRING / SUMMER '16

**“The cure for anything is salt water,
sweat, tears or the sea”**

- Karen Blixen (Author of ‘Out of Africa’)



Karen Blixen’s quote above was the initial inspiration for LNDR’s Pre-Spring/Summer '16 collection. It is imagined against a backdrop of the beach at twilight: under a red moon the waves are a hazy static, while silver salt cuts against charcoal rock ridges.



**“We carry the ocean within us:
our veins mirror the tides”**



06 CONTACT

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