

AMANJEDA

BY KATRIN KULDMA



DISCREET LUXURY FOR MEN & WOMEN

Amanjeda is created for men and women who value authenticity, functionality and uncompromising aesthetics in their clothing. An Amanjeda looks for the best, for discreet luxury. People from different fields have become Amanjedas, such as architects, actors, singers, business-people, politicians, lawyers.

Amanjeda clothes make men and women look and feel great, not changing their looks drastically but bringing out the best of their character. Amanjeda collections are independent of loud trends, as the moods of each season evolve in harmony with culture, capturing the current of the new. The values of the Amanjeda blessed realm are ease, intimacy, expressiveness and, above all, respect.

The materials for the Amanjeda collections are selected from Europe's best fabric producers.

Besides pret-a-porter, Amanjeda styles are personally made as made-to-measure and couture service.

Amanjeda is a luxury ready-to-wear and made-to-measure brand for men and women. Amanjeda clients have high demands for design and quality. The styles of Amanjeda are created in a synergy of everyday communication and feedback from our clients. The collections are composed of our best selling items and the fitting of styles is tested through a wide size range. The Amanjeda made-to-measure collection includes a limited range of club wear designed for prestigious events at the golf course, or in yachting or members-only clubs.



DESIGNER BEHIND THE BRAND

Amanjeda is created by Tallinn born designer Katrin Kuldma. She has studied and worked in the fashion field in Tallinn, New York and Milan.

Alongside with the international inspirations the authentic and unique ethnic embroideries of Estonia's small Muhu island have had strong impact to her creations. The embroidery tradition of Muhu has been strong for centuries. The flaming colours and expressive patterns of the original embroideries are the endless source of inspiration to balance the designers passion for architectural clean lines. The powerful flower motives are the highlights of the designer's sophisticated and structured minimalism.

The designer's passion for ultimate quality of fashion design has brought to life the dream of an luxury lifestyle brand for men and women under the name Amanjeda.



COMPANY

Amanjeda Group was established by designer Katrin Kuldma. Amanjeda is currently the leading star in the Estonian fashion scene and we are ready to take the next step of presenting the Amanjeda concept to European customers.

Amanjeda Group is emerged from Katrin Kuldma Fashion House established in 1993. The clientele is including singers and actors, lawyers and business elite, also the first couple of the country, Helle & Lennart Meri.

Therefore, we are looking for a long term partner in the European market who shares similar values and a passion for simple luxury and elegance, and who could imagine their customers wearing Amanjeda designs. Amanjeda's Markets are fashion buying countries from around the world. We are aiming to expand internationally to Italy, Russia, Great Britain, Germany, France, Spain, Japan, Benelux, Scandinavia and the USA.

Amanjeda Group is a fashion design company with an uncompromising philosophy of style, spirit, taste and identity that makes its customers feel and look great. Amanjeda Group was formed in 2006 from the Katrin Kuldma Design Studio (katrinkuldma.com), which was established in 1993. The Group's long experience of design and management in fashion brought to life the dream of a complete lifestyle brand for men and women under the name Amanjeda (amanjeda.com).

Our long experience in the field and our investments in modern pattern making software and model development have led us into partnership with the best producers in Europe. The result is excellent service, and the best possible prices and product quality for our customers.

BUSINESS ETHICS

The Amanjeda team represents joy – the joy of creating and the joy of wearing. Our production sources are not selected only for price and quality but also for how the people are treated and respected in the companies. We strongly believe that every emotion devoted to a product lives with it and shares the love of the creation process with the wearer. Each member of our team is a professional who enjoys his or her assignment in the process. Our product development is strictly connected to the most modern design and production technology, so that we are maximizing the use of fabric and we are not producing useless test samples. Each item is created with care and attention. All our suppliers are selected for their quality and are certified for eco friendly sustainable production.

FABRIC SOURCING, SLOW FASHION & SUSTAINABILITY

Amanjeda brand stands for the SLOW FASHION. The meaning of this term for us is parallel to Slow Food movement where the top quality organic ingredients are combined with the long term experience of creating the heavenly tastes. We value the quality that comes from long traditions and know how, original and controlled heritage. Amanjeda fabrics have precious fibres like alpaca, cashmere or mohair mixes with virgin wool, they last longer than just one season and are a joy to wear. Amanjeda clothes do not need to be recycled as the quality lasts from season to season and they are just Your loved wardrobe items that one does not throw away. We do care about the sustainability by sourcing the top quality of wool from Italy's famous Biella region, the most beautiful hand made laces from France or the silks from the historical silk production region of Como. Our SUSTAINABILITY motto is – buy less, but buy real quality, buy authentic and do not support with Your buys the overproduction of cheap anonymous products or even worse – the copied items.

CONTACTS

Paolo Maieli / Sales Director, Italy / + 39 333 24 81 312 / e-mail: sales@amanjeda.com

Tatiana Merivald / Sales Director, Russia / + 372 57 86 6120 / e-mail: tatiana.merivald@gmail.com

Katrin Kuldma / Creative Director / + 372 50 13 797 / e-mail: katrin.kuldma@amanjeda.com

Küllil Laisaar / Product Manager /

CONTACTS

Paolo Maieli / Sales Director, Italy / + 39 333 24 81 312 / e-mail: sales@amanjeda.com

Tatiana Merivald / Sales Director, Russia / + 372 57 86 6120 / e-mail: tatiana.merivald@gmail.com

Katrin Kuldma / Creative Director / + 372 50 13 797 / e-mail: katrin.kuldma@amanjeda.com

Küllil Laisaar / Product Manager / +372 56 622 044 / e-mail: info@amanjeda.com

SHOWROOM

Spacio Genova Temporary Showroom / Corso Genova 7 - 20123 Milano

Monica Auricchio / +39 340 6923549 / spaziogenova1@gmail.com

Eloisa d'Amico / +39 320 6703009 / spaziogenova1@gmail.com

DISTRIBUTION

Piave 37 / Dolce & Gabbana / Milan, Italy

Elifra Boutique / Riga, Latvia

Amanjeda Boutique / Tallinn, Estonia

COMPANY DATA

Amanjeda Group Ltd.

A. Adamsoni 18, Tallinn 10137, Estonia

reg.nr. 11245762

VAT nr. EE101047001

www.amanjeda.com



COLLECTIONS

CHARACTER

The Amanjeda collections have the minimalism combined with expressive. The winter collections focus on rich choice of coats, functional and chic outdoor jackets, perfectly tailored suits and high quality cotton shirts. The suits are complemented with matching light silk items and refined knits so that the perfect wardrobe can be created by the addition of new items every season. For eveningwear there is a small capsule of ultimate luxury items. We use the finest wools from Italian producers, many from Loro Piana and Cloth Ermenegildo Zegna. The sewing is all done in the European factories. Amanjeda collections have been done as made to measure for many years, therefore the fitting of styles is following the most demanding wishes.

STRUCTURE

The seasonal collection includes around 50-60 styles in up to 4 colour options. The collection is divided into 3 deliveries and 2 colour stories.

Alongside our ready-to-wear collections, we also have a made-to-measure service to meet each customer's individual needs for fitting and style.

Amanjeda haute couture has enchanted our clients with its simple luxury. The sensuous designs and elegantly relaxed atmosphere of the Amanjeda Studio create a special moment for anyone who desires to wear a unique style made individually for him or her. Precious fabrics from high end international collections combined with personal design, fine sewing and the client's own personality become the pearls of the wardrobe.

SIZES

The sizes available for preordering are from size 38 to size 50 by Italian sizing. Options for different heights are available in S, M, L & XL. All samples are made in size 40 for height L, trousers for height XL.

The change for different heights:

sleeve length is 2cm

knee length product 3cm

trousers, long skirt 4cm

full length dress 5cm

PRICING OF AMANJEDA PRET – A – PORTER COLLECTIONS

Coats & outdoor jackets: 200 – 600 euros

Jackets: 90 – 300 euros

Trousers: 70 -100 euros

Skirts: 30 – 70 euros

Dresses: 60 – 400 euros

Shirts: 60 – 90 euros

Tops: 30 – 40 euros

MINIMUM ORDERS QUANTITY / MOQ

The minimum order quantity is 3 pieces per style, the total minimum order is 5000.- euros. The discount for order over 50 000.- euros is 3%.

COURIER SERVICE

The courier service is not included in prices. The deliveries are sent by TNT Economy service if the customer does not give other instructions.

All goods are exported from Estonia.

PAYMENTS

30% advance payment 30 days after order confirmation, for the rest letter of credit or payment before delivery.



Amanjeda Women's pret-a-porter collection Spring - Summer 2014



Amanjeda Women's pret-a-porter collection Fall - Winter 2014 / 15

WOMEN / COLLECTION FW 2011/12

The fall-winter 2011/12 collection includes a range of pieces with striking individuality and ethnic inspiration. The collection offers a rich choice of coats in high quality wool blends, perfectly tailored suits with matching light items and refined knits. The expressiveness is created through authentic embroideries and chunky handmade knitwear. The puff hems of the skirts rest below the knee to be perfect to wear with boots. Short skirts are slim and slightly cover the knee. The choice of trousers varies from wide and fluid to slim and chic. Structured tailoring is represented by suits with special attention paid to feminine fitting. Strong architectural shapes are mixed with light impressions of movement. Cocktail dresses are elegantly draped and cut into leaf shapes in silk satin and chiffon or comfortable silk jersey. For the glamorous dark nights of the year there is a selection of shimmering boucles and satins for feminine suits, blouses and evening gowns. The structures for fall-winter are in a palette of cream and navy, chocolate and gray; camel, black, and red along with bold jewel tones for after dark.



MENSWEAR


Amanjeda collections for men feature a wide range of Superfine Wool Sartorial suiting, cotton shirts, wool coats and outdoor jackets. The styles are clean-lined and crisp in appearance, notable for their subtle masculinity. The new sophistication is recognizable from the body-conscious silhouette, as details such as lapels are elongated and slenderized. The fabrics come from the best producers in Europe. The Sartorial collection includes a range of 120's, 130's and 150's Superfine Wools and wool and cashmere blends, with pure cashmere for blazers. For outdoor jackets we offer an excellent choice of Storm System fabrics by Loro Piana where various types of membrane are combined with wool to create wind and rain resistance and breathability both at the same time. These garments meet the different needs of world travellers and business people regardless of weather conditions, season or physical activity. For our shirts we work with the best weaving mills for cotton in Italy and in Switzerland. All our production is also done in Europe. For our extra slim fit we use cotton mixtures with elasthan to give the modern slender look to the shirts. The cotton fabrics used for the collection are 100% 2ply and from 100's up to extra fine 200's.

OUR WORLD TOP CLASS SUITING WOOLS

Special attention in Amanjeda collections is paid to the quality of our fabrics. When we choose our suppliers of wool, cotton and silk we pay careful attention to how and where they manufacture their fabric, and all our wool fabrics come from the best wool manufacturing areas of the world, such as the Biella region in Italy or Yorkshire in England. The reason these places became the centres of the wool industry is the special nature of the water from mountain rivers that gives an extra softness to wool when it is washed and treated.

For this reason our main suppliers of men's suiting fabrics are the world famous family owned Italian and French companies Ermenegildo Zegna, Loro Piana and Dormeuil.

Ermenegildo Zegna is one of the biggest global producers of fine fabrics and one of the biggest buyers of ultra-fine Merino wool. Ermenegildo Zegna founded the company in 1910 in Trivero in the Biellese Prealps. The Loro Piana family started as merchants of wool fabrics at the beginning of the nineteenth century and the Loro Piana wool manufacturing was established in 1924 by Pietro Loro Piana, also in Trivero. In the post-war period Pietro's nephew Franco took over the company and moved it into the international high fashion markets. Dormeuil was founded in 1842 by Jules Dormeuil who wanted to import English fabrics for French tailors. Dormeuil quickly became a design house creating its own range of fabrics. Today their production comes from factories owned and controlled by the Dormeuil company in Yorkshire.



The single most important wool characteristic is the wool fiber diameter in microns that is determining the quality and price. Therefore high quality wool products are identified as following:

- Super 120's - 17.5 microns or finer;
- Super 130's - 17.0 microns or finer
- Super 140's - 16.5 microns or finer
- Super 150's - 16.0 microns or finer;
- Super 160's - 15.5 microns or finer
- Super 170's - 15.0 microns or finer
- Super 180's - 14.5 microns or finer
- Super 190's - 14.0 microns or finer
- Super 200's - 13.5 microns or finer
- Super 210's - 13.0 microns or finer.



AMANJEDA SHIRTS

The Amanjeda made-to-measure shirt collection offers rich choice of premium quality cotton fabrics and wide range of styling options. The gentleman can choose between different fits and shirtfronts, collar and cuff styles. As a finishing touch one can have his initials embroidered on to the pocket, cuff or inside of the collar stand.

There are 3 easy steps to receive Your perfect shirt in Amanjeda Online Boutique:

- choose the style You like the best
- follow our helping instructions for filling in Your personal measurements
- place the order

Within four weeks Your new shirt will be delivered to Your desired address. Please note, that the delivery time can be longer during vacation periods in end December and June, July. If the first shirt is not perfect, You can order the new one with corrected measurements for just 20% of the original price.

The price of the shirt depends on the fabric choice:

80's – 140's 100 % CO 2ply - 149.- EUR

140's – 180's 100 % CO 2ply - 179.- EUR

Luxurious 200's 100 % CO 2ply - 199.- EUR

THE COTTON FABRICS IN AMANJEDA SHIRT COLLECTIONS

The fabrics for the Amanjeda shirts are carefully picked from the collections of the world's best weaving mills of cotton in Italy, England and Switzerland. The traditions of the fine finishing and best sources of raw material have long history. The fabrics we use are all top quality natural cottons, the easy care characteristics are gained with the fine structure and construction of the cotton yarn. The cotton fabrics used for the collection are all multiple twisted and with the yarncount from 80's up to the extra fine 200's. The fineness of the cotton fiber and high twist structure of the yarn are giving the long lasting comfort and elegance to the shirts. For our extra slim fit we use cotton mixtures with elasthan to give the modern slender look to the shirts. The vacation collections include fine linens besides the cottons.



THE IMPORTANT CHARACTERISTICS OF COTTON FABRICS

* **YARNCOUNT** - is the thickness of the yarn, expressed in numbers, the higher the number the thinner is the yarn. Fabrics used for Amanjeda shirts start from the yarncount level from 80's up to extra fine 200's.

* **SINGLE, TWO or THREE PLY** - the yarncount reference is followed by the indication of how many yarns has been twisted together. For example " /2" is referring to double twisted or 2ply yarn and "/1" is just single yarn. The fabrics used for the Amanjeda shirt collection are all 2ply or 3ply cottons. The multiple twisted yarns are with the much nicer handfeel, long-lasting comfort and with higher resistance of the fabric. After 20-30 domestic washes You really see the difference. 3ply cottons are the highest and most luxurious level of cotton fabrics.

* **ENDS & PICKS** is the characteristics for density expressing the number of yarns for each centimeter in warp direction – Ends and in weft direction - Picks. Higher density equals higher nr of warps per centimeter giving a much higher definition and clearness to the design.

* **WEIGHT** – grams per square meter show the weight of the fabric

FINE COTTONS

Pima cotton - *Gossypium Barbadosense*, also known as Extra Long Staple, South American, Creole, Sea Island cotton, Egyptian, Algodon pais, and West Indische katoen, is a species of cotton plant, which is widely cultivated though it originated in Peru. It is a tropical perennial plant that produces yellow flowers and has black seeds. It grows as a small, bushy tree and yields cotton with unusually long, silky fibers. In order to grow, it requires full sun and high humidity and rainfall. *Gossypium Barbadosense* is also very sensitive to frost.

This plant has antifungal properties and contains the chemical gossypol, making it less susceptible to insect damage. It is also sometimes used as an anti-fertility drug. In Suriname's traditional medicine, the leaves of *Gossypium Barbadosense* are used to treat hypertension.

The name Pima was applied in honor of the Pima Indians who helped raise the cotton on USDA experimental farms in Arizona in the early 1900s. The first clear sign of domestication of this cotton species comes from Ancon, a site on the Peruvian coast where cotton bolls dating to 4200 BC were found. By 1000 BC Peruvian cotton bolls were indistinguishable from modern cultivars of *Gossypium Barbadosense*. Cotton growing became widespread in South America and spread to the West Indies where Christopher Columbus came across it. Cotton became a commercial slave plantation crop in the West Indies so that by the 1650's Barbados had become the first British West Indian colony to export cotton.

Sea Island Cotton

In about 1786, planting of Sea Island Cotton, *Gossypium Barbadosense*, began in the British North American colonies, on the Sea Islands of Georgia when cotton planters were brought over from Barbados. Among the earliest planters of Sea Island cotton in America was an Englishman, Francis Levett, who later fled his Georgia Plantation at the outbreak of the American Revolution and went to the Bahamas, where he attempted to introduce cotton production but failed. Sea Island cotton commanded the highest price of all the cottons, due to its long staple 1,5 inches to 2,5 inches and its silky texture, it was used for the finest cotton counts and often mixed with silk. It was also grown on the uplands of Georgia where the quality was not so good and was soon surpassed in commercial production by another native American species, Upland Cotton or Mexican Cotton - *Gossypium Hirsutum* - which today represents about 95% of U.S production.

Egyptian Cotton

The term Egyptian cotton is usually applied to the extra long staple cotton produced in Egypt and used by luxury and upmarket brands worldwide. In fact, the cotton species which produces extra long staple "Egyptian" cotton is the native American species *Gossypium Barbadosense* which was introduced by Mohammad Ali Pasha in the 19th century. During the cotton famine caused by the American Civil War, Egyptian-grown cotton was promoted and received much investment, becoming a preferred alternate source for British textile mills. Indian Surat Cotton *Gossypium Arboreum* could only be used for coarse counts and would not spin on the existing machinery. Most of what is labeled "Egyptian cotton" today, however, also includes long staple cotton, the product of the other native American species *Gossypium Hirsutum*. The ancient Egyptians made their clothing from linen, a product of the flax plant.





THE STYLING OF AMANJEDA SHIRTS

BODY TYPES & BACK DETAILS

Slim Fit - is cut to follow Your body, but with enough ease for You to move comfortably, back darts are meant to give the shirt a tighter fit on the back at the height of the waist.

Extra Slim Fit - is cut to follow closely to Your body all the way. The sleeves are slightly narrower as well. Extra Slim fit shirts are always made with darts on the back detail.

Comfort Fit - the loose fit is cut straight in the body and therefore more suitable for leisure and non-formal events. Comfort Fit is always with the back pleats.

FASTENING TYPES

Without Placket - is cut to follow Your body, but with enough ease for You to move comfortably, back darts are meant to give the shirt a tighter fit on the back at the height of the waist.

Hidden Button - is cut to follow closely to Your body all the way. The sleeves are slightly narrower as well. Extra Slim fit shirts are always made with darts on the back detail.

With Placket - the loose fit is cut straight in the body and therefore more suitable for leisure and non-formal events. Comfort Fit is always with the back pleats.

Black Tie is cut to follow Your body, but with enough ease for You to move comfortably, back darts are meant to give the shirt a tighter fit on the back at the height of the waist.

White Tie - is cut to follow closely to Your body all the way. The sleeves are slightly narrower as well. Extra Slim fit shirts are always made with darts on the back detail.

BOTTOM CUTS

Classic - is cut to follow Your body, but with enough ease for You to move comfortably, back darts are meant to give the shirt a tighter fit on the back at the height of the waist.

English Gusset - is cut to follow closely to Your body all the way. The sleeves are slightly narrower as well. Extra Slim fit shirts are always made with darts on the back detail.

Modern - the loose fit is cut straight in the body and therefore more suitable for leisure and non-formal events. Comfort Fit is always with the back pleats.



COLLARS

Classic Collar is one of the most formal collar styles with high stiffness and with removable collar stays. Classic Collar is excellent to wear with different necktie styles.

Business Collar is one of the most formal collar styles with high stiffness and with removable collar stays. Business Collar is slightly wider than Classic Collar.

Business High - this turndown collar is one of the most formal collar styles and is excellent to wear with different necktie styles. Business collar is slightly wider than Classic collar and is made with removable collar stays. Classic broad collar with high stiffness and removable collar stays. This broad collar covers most of the neck, making a man who wears it look more "dressed up". In addition, a broad collar allows more room for thick, wide neckties.

Wall Street Collar is one of the most formal collar styles with high stiffness and with removable collar stays. The Wall Street Collar is with narrow corner between the collar tips and is excellent to wear with modern narrow necktie styles.

The Cut Away Collar is one of the most classic collar styles with high stiffness and with removable collar stays. This elegant collar style is also called "spread collar" and is rather worn with wide neckties, which are displayed to full advantage in large gap between the collar tips.

Cut Away With Extra Button - this turndown collar is one of the most formal collar styles with high stiffness and with removable collar stays. This elegant collar style is higher and wider than Cut Away collar, and is worn with wide neckties, which are displayed to full advantage in large gap between the collar tips.

Wing Tip - this is the classic formal collar with high stiffness for Black Tie and White Tie shirts

Italian - this elegant collar style is also called "spread collar" and is rather worn with wide neckties, which are displayed to full advantage in large gap between the collar tips. The Italian collar has slightly wider tips than Cut Away collar, also the gap between the tips is slightly narrower. Italian collar is made with removable stays.

Super Cut Away - This modern extra low collar is excellent to wear without a necktie or with modern narrow necktie. Super Cut Away collar is made without collar stays.

Button-down - the Button-down collar is a sportive collar type without collar stays.

Hidden button-down - these collars have buttons under the tips for securing the collar without visible buttons. Like the button down collar there are no collar stays in this collar.

New Mao is a modern alternative to the very old and elegant collar type. It can be worn at more casual occasions.

CUFFS & SLEEVES

Single button cuff is a standard cuff with one button.

Convertible cuff can be adjusted for wider comfort or can be used together with Tailor Store cuff links. Use the inner button for your regular cuff fit and the outer button for more ease. Please note that when choosing this cuff the sleeve width is somewhat wider.

Single Cuff with Double Buttons is wider version of the classical cuff.

The Single Cuff with Double Buttonholes for Cufflink is a practical alternative for French cuff. The cuff has buttonholes at the both sides of the cuff, so You can wear it just closed by the button or with cufflinks.

French Cuff is the most formal cuff type. Always worn with cufflinks



Collar and cuff stiffness

All our collars and cuff stiffness versions are predesigned according to the fabric or style choice. For example all casual linen fabrics are with easy soft construction while classical shirt fabrics are with the long lasting high stiffness.

Collar stays

Our classic collars are made with removable collar stays, the narrow styles are made with glued in collar stays. Casual and button down or hidden button down collars have no collar stays.

Extra fabrics

The inner details of collar stand and cuffs, also the little details of sleeve opening and shirt bottom line are made of Matching Extra Fabric. If You choose French Cuffs, this fabric will be on the inside of the folded cuff. The contrast fabric will be sewn with the same colour thread as the rest of the shirt. So, for example, when choosing a black contrast fabric for a white shirt, the white seams will be visible.

The inner details of collar stand and cuffs, also the little details of sleeve opening and shirt bottom line are made of Matching Extra Fabric. The outer details of collar and cuffs are made of White Cotton Fabric.

For Amanjeda shirts we use only the **real pearl buttons** in three natural shades - white, cream and gray Tahiti. The natural pearl shades are reflecting different colours matching perfectly with our fabric selection.

The threads for stitchings and buttonholes are always chosen in the same shade of the shirt fabric.

The monogram can be embroidered on cuff, pocket or inner side of the collar stand. The monograms on our shirts are always embroidered with the thread in the shade of the shirt. The monogram will include the future shirt owners names first letters.

We offer the opportunity to order a **handkerchief** of the main shirt fabric to wear in the jackets breast pocket.

We offer the opportunity to order the **real pearl cufflinks** in the same shade as the shirt buttons.



Warning: the Amanjeda shirt can be stolen by Your girlfriend!
Watch the movie:

“A SHIRT TO STEAL”

at <http://vimeo.com/64662733>

FOR THE PARTNER



PRICE RANGES

AMANJEDA LUXURY SHIRTS

149.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)
179.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)
199.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)
229.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)

PRIVATE LABEL

179.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)
199.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)

SPECIAL PROJECTS

179.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)
199.- euros retail, 57.- euros wholesale (min 20 pcs. per style nad colour)