

Jasmin Brunner





Jasmin Brunner TheLabel
Established in 2021

Jasmin's appreciation for craftsmanship and design grew alongside her many years working in the fashion industry. She was exposed to an incredible array of inspiration and creativity in close proximity to iconic designers, brands and key players across the globe.

In winter, Jasmin was often stuck without finding the right sweater that is both extremely comfortable and sporty, with a striking design. That's why she wanted to design her own- and her fashion label was born;

'I designed a boyfriend-fit jumper with the highest-grade combed cashmere and wool blend, that has a soft velvety feel, yet also a substantial fluffy loft.'

The sweaters comprise the ultimate luxury essential that she was missing in her wardrobe and make her feel at home no matter where she travels to. Colors and cuts are clean. The first drop included four carefully selected natural colors ways, followed by a pastel - line in winter 2022 and Mondrian colors and new nautical designs in 2023.



The Collection

My capsule piece sweaters comprise the ultimate luxury essentials that I was missing in my wardrobe. My colours and cuts are clean. My first drop includes four carefully selected limited edition colours.

I designed a boyfriend-fit jumper with the highest-grade combed cashmere and wool blend, that has a soft velvety feel, yet also a substantial fluffy loft.

The design is inspired by retro sports wear with relaxed sleeves, tapered arms and mid-section. The piece can see you from yoga on a freezing morning, to a meeting in town, worn with leather jeans and heels.

The sweaters afford you plenty of styling possibilities with a loose neck that leaves room for a white shirt underneath, a necklace, foulard, or simply show some skin. Why not roll the tapered sleeves up, and wear the jumper tucked in?

I like to wear my cashmere on my bare skin. It's one of my favourite materials because it regulates temperature and hugs you like a lover. You won't want to take it off.

It was very important for me that the production had to be highly sustainable and ethical. We work with a Nepalese family-run factory that pays their workers fairly. They follow a Buddhist calendar and take great care of the garments. The yarn comes from an eco-conscious company that uses non-toxic dye and invests in internships in Mongolia.

SUSTAINABILITY

SOCIAL + ENVIRONMENTAL RESPONSIBILITY IS IN OUR DNA.

- Our Sweaters are handmade at a family-run atelier in Nepal.
- The yarn comes from Mongolian spinners who are committed to sustainable sourcing and continually innovate their processes.
- All our pieces are hand-finished and hand-dyed. Rainwater is used in the dyeing process along with non-toxic dyes.
- Our clothes are knitted and hand-finished with care; from the animals that produce the fibers to the workers that make the final garments.
- We love our planet and produce slow fashion of utmost quality that will last you for a long time.
- Making small batches means we create almost zero waste.
- We choose sustainable materials for our shipping as much as possible.

Additional information about the cashmere grades and sustainability certificates are available on request.

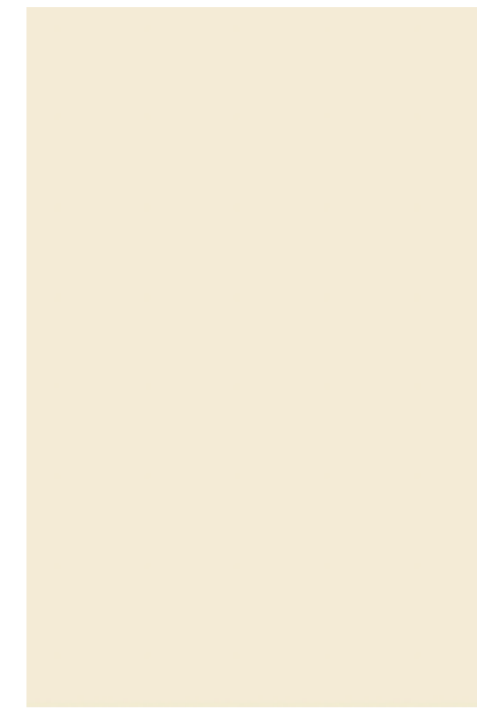
OUR SWEATERS

- Artisanal Luxury Sports wardrobe staples handmade in Nepal.
- The softest unisex Cashmere designed by Jasmin Brunner.
- Limited Edition colours, premium yarns.
- Composition: 70% Wool, 30% Cashmere- Machine washable - Extremely soft.
- Hand-finished + hand-dyed in small batches for unique one-off colours.
- Washing machine cycle: wool wash 30 degrees, lowest spin setting in a net. Dry flat





2023 Mondrian Collection Colours



Ivory



Navy Blue



Mondrian Red



Mimosa Yellow



British Racing Green

2023 Mondrian Collection Styles 1/2

"The Jasmin Original" Design code -OG2

Jasmin's original best-selling design. The loose neck, tapered arms and hips allow the wearer plenty of styling opportunities. Tuck the sweater into your jeans, wear a scarf or shirt underneath. This is an all-day sweater that takes you from yoga to heels, equally perfect for a stroll in your Levis through a snowy town, a windy cruise on a cold summer evening, a calming blanket on a flight or worn with heels and leather trousers for a meeting in town. This piece will make you feel at home no matter where you are in the world.



"The Crew Neck Loose" Design code -CNL1

This sweater follows the same design language as the original Jasmin Brunner sweater in the body, but has a wide open crew neck, that allows you to wear the piece slightly off the shoulder or pair a white shirt underneath. This sweater is perfect for the warmer months also, and looks beautiful tucked into your blue jeans.



2023 Mondrian Collection Styles 2/2

"Ladies Skippers" Design code -CBLOG and CBL5

This piece is similar to the heavy gauge Mens- skipper but slightly lighter for the ladies. CBLOG carries the same design language such as Jasmin Brunner TheLabel original sweater, but with an elegant cable knit design that keeps you warm during your outdoors adventures.

CBL5 has the same body such as the OG, but a tighter elongating neck that is perfect for the colder months



2022 Alpine Pastel 'Candy' Collection Colours



2021 The Natural Collection Colours





"I like to wear my cashmere on bare skin. It's one of my favourite materials because it regulates temperature and hugs you like a lover. You won't want to take it off."

"The design is inspired by retro sportswear, with relaxed sleeves, tapered arms and mid-section, that can see you from your yoga class on a freezing morning to a meeting in town worn with leather jeans and heels."



"My capsule pieces comprise the ultimate luxury essentials, items that I was missing in my wardrobe."

"The sweater affords you many styling possibilities with a loose neck that allows you to wear a white shirt underneath, a necklace or foulard."

Roll the tapered sleeves up, or wear the jumper tucked in or out."





"I designed a boyfriend-fit jumper, with a carefully selected highest-grade cashmere and wool blend, that has a soft velvety feel, yet also a substantial fluffy loft."



*"I buy high-quality things with puristic, clean cuts so that the garments can be worn for a long time."
Carmen Meier, Swiss Model (67)*

