

FALL
2014



DOM

DROP OF MINDFULNESS

DESPITE HIGH
AMBITIONS
DROP OF
MINDFULNESS
HAS GROWN
MUCH FASTER
THAN EVER
EXPECTED.

ABOUT

A colorful, fun and feminine brand was born during yoga sessions in the city that never sleeps, New York. The brand has now taken a step into the market of sport fashion with focus on being trendy based on its unique design, healthy philosophy and good quality.

Being a Swedish brand, Drop of Mindfulness primary market is Scandinavia, but during the last seasons we have established ourselves in countries worldwide.





DROP OF MINDFULNESS
COLLECTIONS CONSIST
OF TOPS, LEGGINGS,
T-SHIRTS, SHORTS, BRAS,
AND ACCESSORIES.

THE COLLECTIONS
ARE PRESENTED FOUR
TIMES A YEAR;
SPRING, SUMMER,
AUTUMN AND WINTER.

PRODUCTS

We lay a great deal of focus on developing each seasonal collection, introducing new styles with functional details and inspiring colors. We always offer our favorite styles as a base assortment.

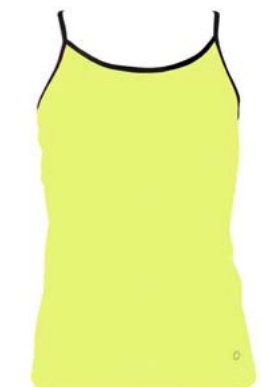
During the design/product development process we use the classic yoga poses to discover how we need the clothes to fit and feel. When you do your workout, you need your clothes to have the ideal fit so that your focus and energy goes to maximizing your training.

Although a Swedish brand we are inspired by New York, where the brand was born. Here, yoga and training is a lifestyle and motivation and we want our clothes to portray that as well. Every style is carefully chosen and has a complimentary name based on Carolina and Sofia's memories from the city that never sleeps.

Our accessories are a complement to the collection which consists of yoga mats, bags, headbands and water bottles.

TOPS

OVERVIEW



SPAGHETTI DOG
Ladies Built In Bra Top
Black

SPAGHETTI DOG
Ladies Built In Bra Top
Coral

SPAGHETTI DOG
Ladies Built In Bra Top
Splash

SPAGHETTI DOG
Ladies Built In Bra Top
Yellow

TOPS

OVERVIEW



BROOKLYN
Ladies training full support top
Grey

BROOKLYN
Ladies training full support top
Splash

CATSKILLS
Ladies Essential Tee
Light Grey

CATSKILLS
Ladies Essential Tee
Yellow Mesh

TOPS

OVERVIEW



AMERICANO
Ladies Light Racerback
Black

AMERICANO
Ladies Light Racerback
Light Grey

AMERICANO
Ladies Light Racerback
Yellow Mesh



BRAS

OVERVIEW



FREJA
Lightfit Bra
Black

FREJA
Lightfit Bra
Coral

FREJA
Lightfit Bra
Splash

FREJA
Lightfit Bra
Yellow

VEGA
Ladies Profit Bra
Grey Coral

VARRIOR
Ladies Sport Shorts
Splash





SPORT
MOTIVATION

JACKETS / SWEATERS

OVERVIEW



MASTER C
Ladies Wind Jacket
Light Grey

MASTER C
Ladies Wind Jacket
Navy

MASTER C
Ladies Wind Jacket
Purple

JACKETS / SWEATERS

OVERVIEW



BLUEBERRY
Ladies College Sweater
Light Grey

BLUEBERRY
Ladies College Sweater
Navy

LURE
Ladies Half Zip Schell
Black

YOGA
DREAMS
VISION



PANTS

OVERVIEW



BOW
Ladies Yoga Legging
Black Splash

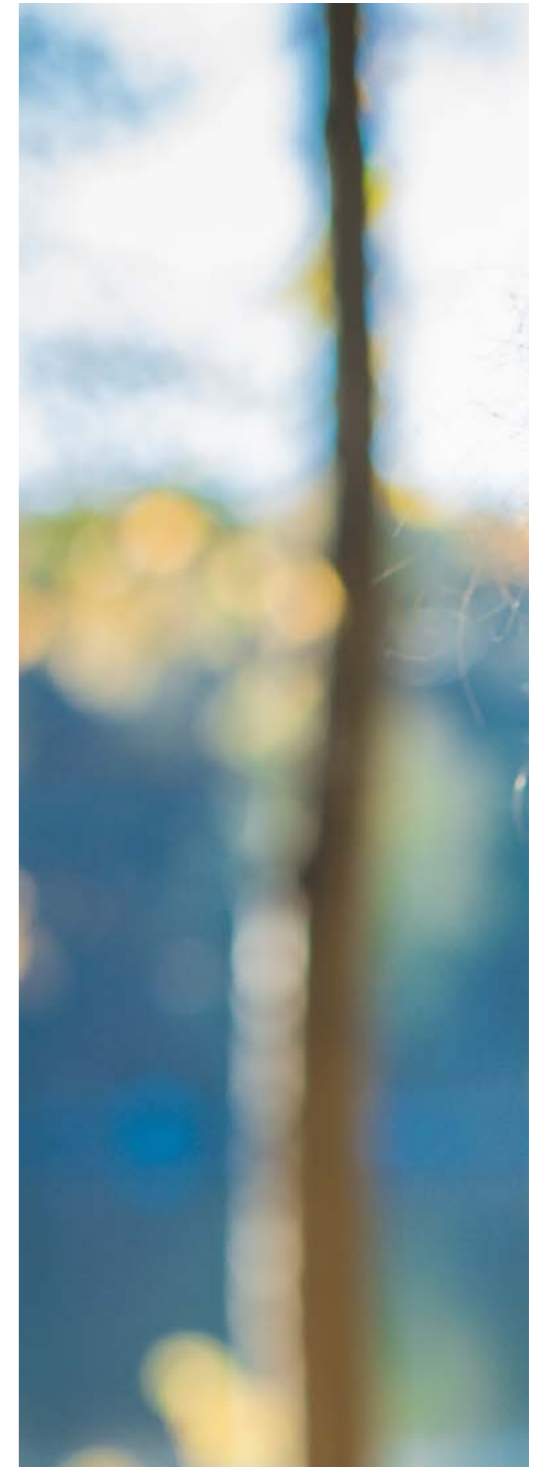
BOW
Ladies Yoga Legging
Black Yellow

BOW
Ladies Yoga Legging
Grey Coral

BOW
Ladies Yoga Legging
Splash

ST BARTHS
Ladies Sports Tight
Black Coral

PEPPES
Ladies Half Tights
Black Yellow Mesh





/BOW/

SHORTS/ ACCESSORIES

OVERVIEW



LA PLAGE
Ladies Mod Shorts
Light Grey

LA PLAGE
Ladies Mod Shorts
Navy

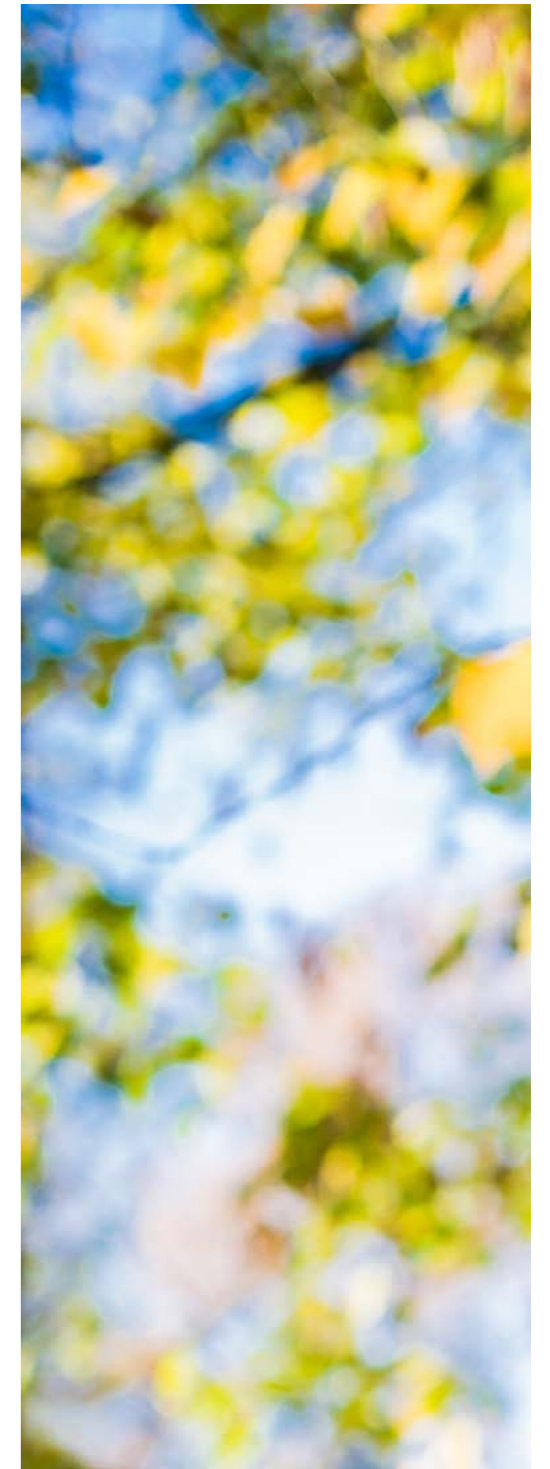
LA PLAGE
Ladies Mod Shorts
Purple



CARRYITALL
Ladies Training Bag
Black Purple



DROPS
Ladies Water Bottle



/SMILE
MORE/





FREE
PLAY
FUTURE

PROJECT PLAYGROUND

DROP OF MINDFULNESS DONATES
A PART OF ITS REVENUE FOR THE
BENEFIT OF PROJECT PLAYGROUNDS
WORK WITH CHILDREN AND YOUTH
IN DISADVANTAGED AREAS IN
SOUTH AFRICA'S TOWNSHIP.

Project Playground provide free after school activities in a safe environment to let children be children and forget about the worries that often occur in these areas. Project Playground are convinced that through organized sports, play and recreational activities, focusing on children's self-belief and motivate them to want to care about their future, it will in the long run prevent problems such as drugs, crime, HIV, unemployment and violence.

Read more about Project Playground at www.project-playground.org



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