

SPRING 2015



DOM

DROP OF MINDFULNESS

WITH A
FOCUS MINDSET
DROP OF
MINDFULNESS
HAS GROWN AT
A STEADY RATE
THROUGHOUT
SCANDINAVIA

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 a 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 begun establishing ourselves worldwide.





/SPORT
VISION/



VEST HOODIE: BRONX | TANK: YOGI | TIGHTS: BOW | TOP: SCULPTING



YOGA
DREAMS/



JACKET: DOWNTOWN SPRINTER | SHORTS: BOW SHORTS | BRA: VEGA | SKORT: UPTOWN



VEST: BRONX | BRA: VEGA | LEGGINGS: BOW | SHORTS: EMPIRE





/SP
2015/



EMPIRE
DOM-BTM-02
Ladies Mod Shorts
Silver

EMPIRE
DOM-BTM-02
Ladies Mod Shorts
Plum

EMPIRE
DOM-BTM-02
Ladies Mod Shorts
White

EMPIRE
DOM-BTM-02
Ladies Mod Shorts
Neon

SHORTS

SPRING 2015

SHORTS

SPRING 2015



BOW SHORTS
DOM-BTM-01
Ladies Yoga Shorts
Black/Orange

BOW SHORTS
DOM-BTM-01
Ladies Yoga Shorts
Purple Concrete

BOW SHORTS
DOM-BTM-01
Ladies Yoga Shorts
Concrete

UPTOWN
DOM-BTM-03
Skort
Orange/Navy

UPTOWN
DOM-BTM-03
Skort
Purple Concrete/Black

UPTOWN
DOM-BTM-03
Skort
White/Concrete



HARLEM
 DOM-BTM-05
 Ladies Crop Tights
 Black/Orange

HARLEM
 DOM-BTM-05
 Ladies Crop Tights
 Navy/White

HARLEM PRINT
 DOM-BTM-05P
 Ladies Crop Tights
 Concrete

SOHO
 DOM-BTM-04
 Ladies Yoga Leggings
 Black/Orange

LEGGINGS

SPRING 2015

LEGGINGS

SPRING 2015



BOW
DOM-NOS-02
Ladies Yoga Leggings
Navy/Orange

BOW
DOM-NOS-02
Ladies Yoga Leggings
Black/Yellow

BOW
DOM-NOS-02
Ladies Yoga Leggings
Black/White

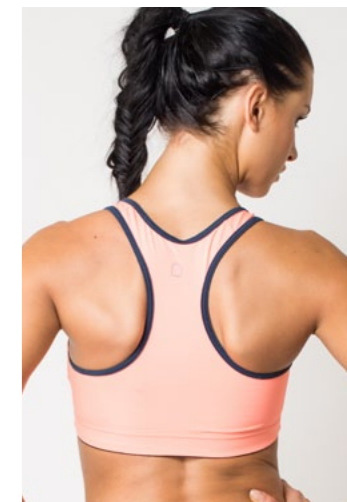
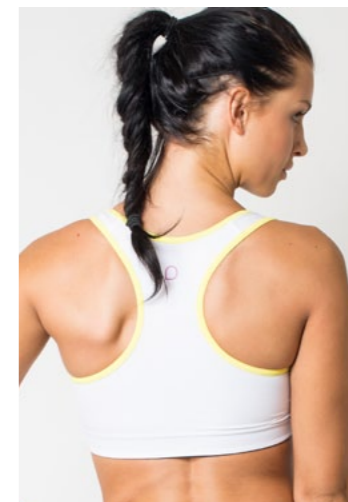
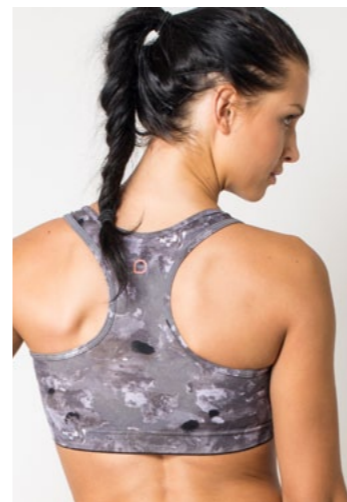
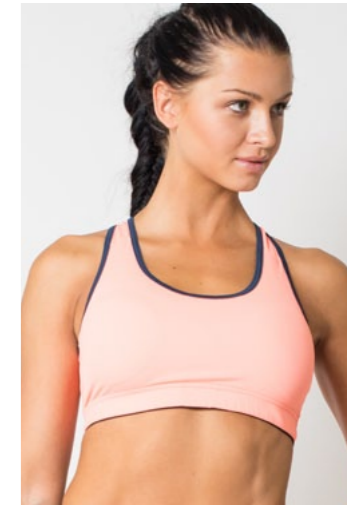
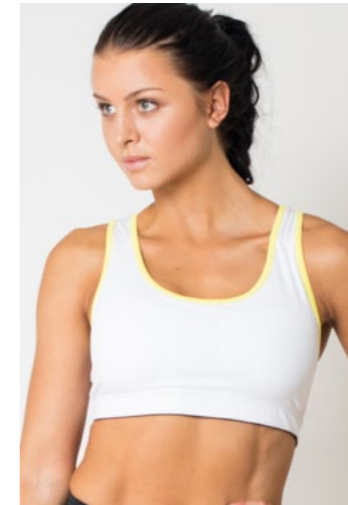
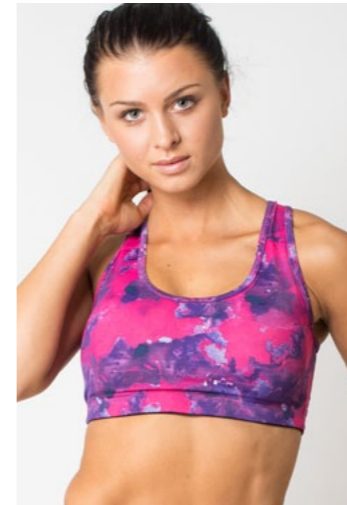
BOW
DOM-NOS-02
Ladies Yoga Leggings
Black/Purple Concrete

BOW PRINT
DOM-NOS-02P
Ladies Yoga Leggings
Purple Concrete

BOW PRINT
DOM-NOS-02P
Ladies Yoga Leggings
Concrete



/BRAS

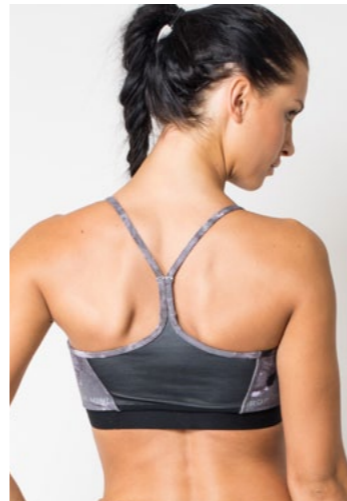
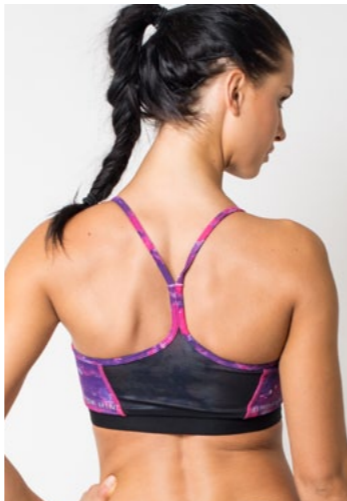
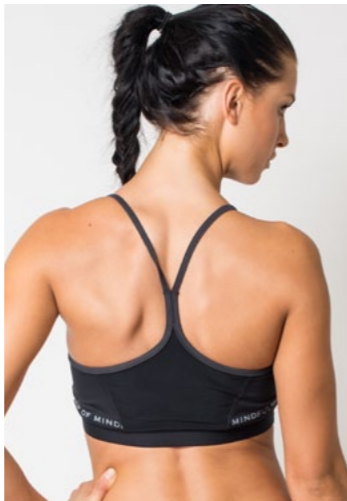
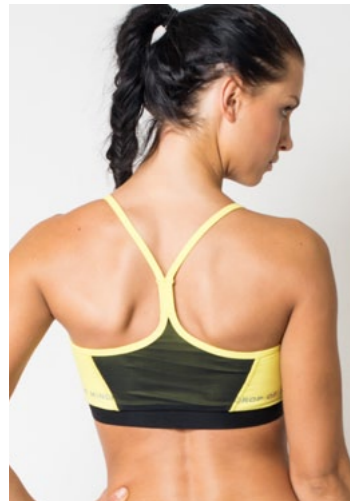
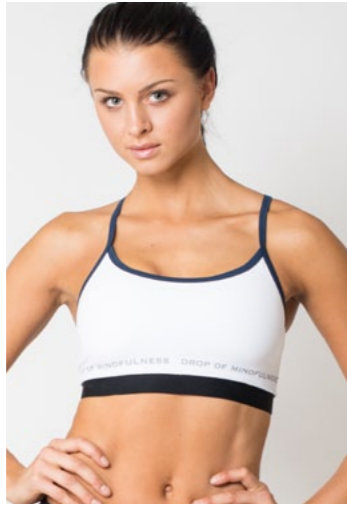
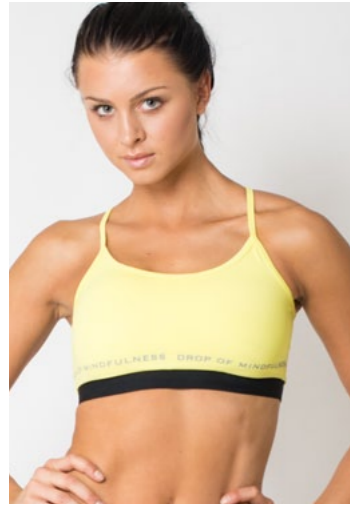


VEGA PRINT
DOM-08-12P
Profit Bra
Concrete

VEGA PRINT
DOM-08-12P
Profit Bra
Purple Concrete

VEGA
DOM-08-12
Profit Bra
White/Yellow

VEGA
DOM-08-12
Profit Bra
Orange/Navy



FREJA
DOM-08-13
Light Fit Bra
Yellow

FREJA
DOM-08-13
Light Fit Bra
White/Navy

FREJA
DOM-08-13
Light Fit Bra
Black

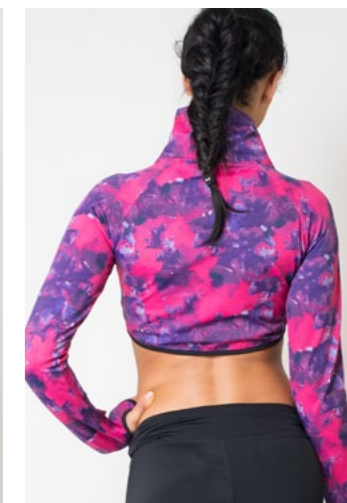
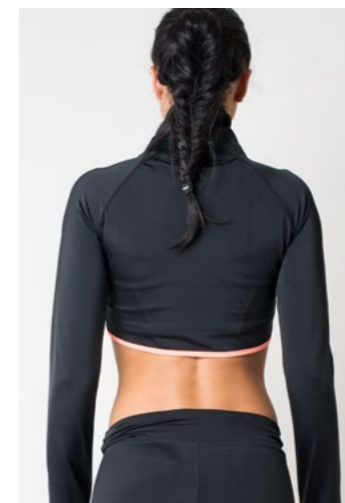
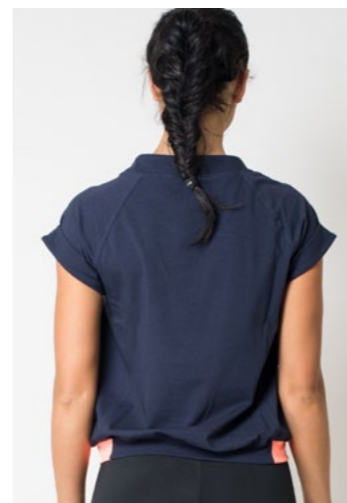
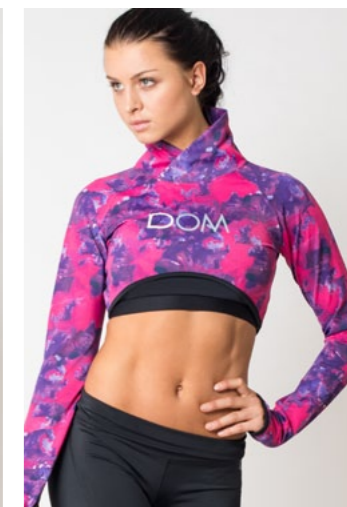
FREJA PRINT
DOM-08-13P
Light Fit Bra
Purple Concrete

FREJA PRINT
DOM-08-13P
Light Fit Bra
Concrete

FREJA
DOM-08-13
Light Fit Bra
Black/Orange



/TOPS

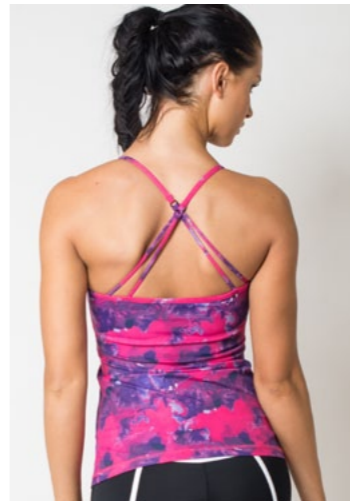
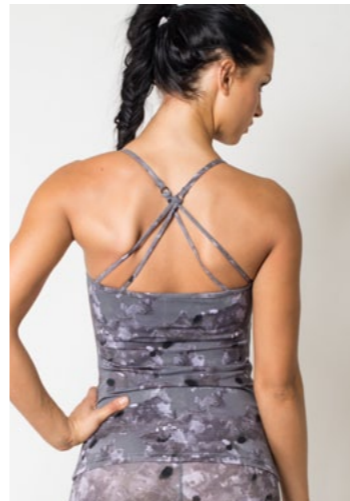
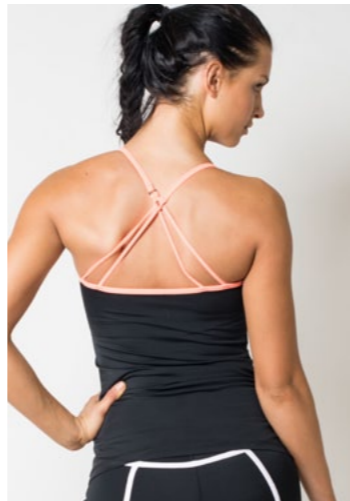
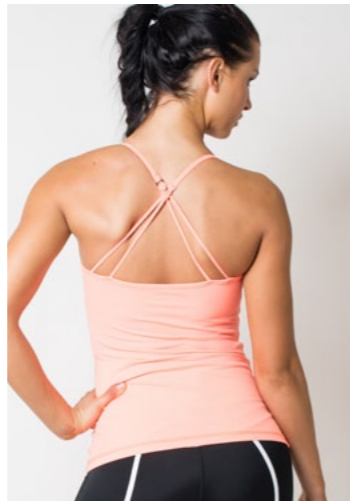
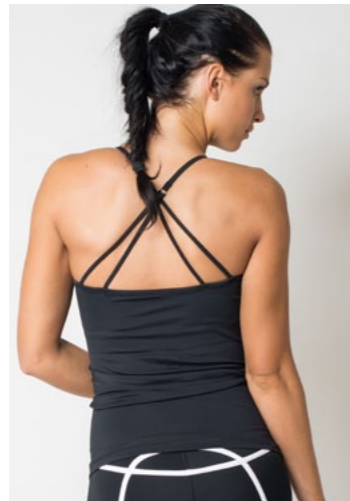
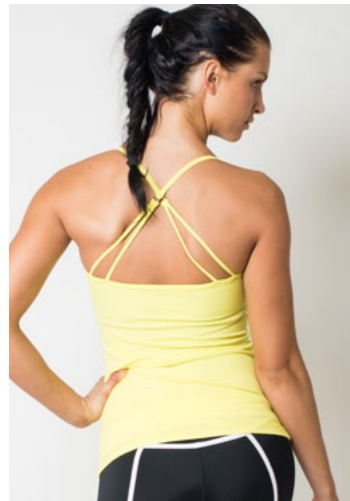
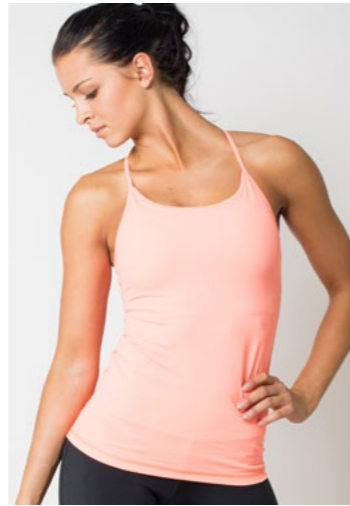


GOGO
DOM-TPS-01
T-Shirt
Navy/Orange

GOGO
DOM-TPS-01
T-Shirt
Grey Melange/Navy

SCULPTING
DOM-TPS-03
Crop Top
Black/Orange

SCULPTING PRINT
DOM-TPS-03P
Crop Top
Purple Concrete



SPAGHETTI DOG
DOM-NOS-07
Ladies Built In Bra Top
Yellow

SPAGHETTI DOG
DOM-NOS-07
Ladies Built In Bra Top
Black

SPAGHETTI DOG
DOM-NOS-07
Ladies Built In Bra Top
Orange

SPAGHETTI DOG
DOM-NOS-07
Ladies Built In Bra Top
Black/Orange

SPAGHETTI DOG PRINT
DOM-NOS-07P
Ladies Built In Bra Top
Concrete

SPAGHETTI DOG PRINT
DOM-NOS-07P
Ladies Built In Bra Top
Purple Concrete

AMERICANO
DOM-08-10
Light Racerback
Black

YOGI
DOM-TPS-02
Printed Tank
Grey Melange

TOPS

SPRING 2015



YOGI
DOM-TPS-02
Printed Tank
Navy

YOGI
DOM-TPS-02
Printed Tank
White



JACKETS

SPRING 2015



DOWNTOWN SPRINTER
DOM-JKT-02
Wind Jacket
Plum

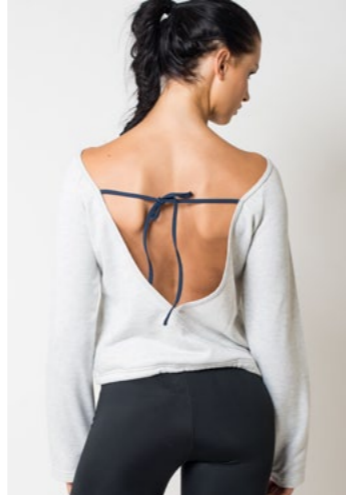
DOWNTOWN SPRINTER
DOM-JKT-02
Wind Jacket
Silver

DOWNTOWN SPRINTER
DOM-JKT-02
Wind Jacket
White

DOWNTOWN SPRINTER
DOM-JKT-02
Wind Jacket
Neon

JACKETS

SPRING 2015



BRONX
DOM-JKT-01
Vest Hoodie
Black/Silver

BRONX
DOM-JKT-01
Vest Hoodie
Grey

SKYLINE
DOM-TPS-04
Pullover
Dark grey

SKYLINE
DOM-TPS-04
Pullover
Light grey

ACCESSORIES

SPRING 2015



GOOD GRIP NO SLIP
DOM-SS13-41
Yoga Mat
Black Melange

GOOD GRIP NO SLIP
DOM-SS13-42
Yoga Mat
Fuchsia



/FREE
PLAY
FUTURE/

PROJECT PLAYGROUND

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

Project Playground, founded in 2010, works to improve the life and future of exposed children and youth through reinforcing their personal and social development. Focusing on the individual, Project Playground provides free sports and recreational activities to about 350 participants. A meaningful spare time gives them the possibility to develop self-esteem, ambition and belief in the future – tools to influence their own life. Only when you care about your own life and expect a bright future are you able to break destructive patterns and exclusion.

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



PROJECT
PLAYGROUND

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