

DOM

DROP OF MINDFULNESS



SUMMER 2015

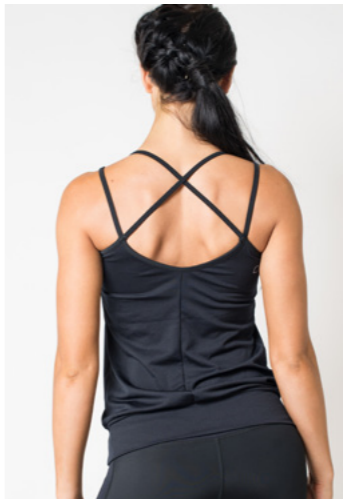
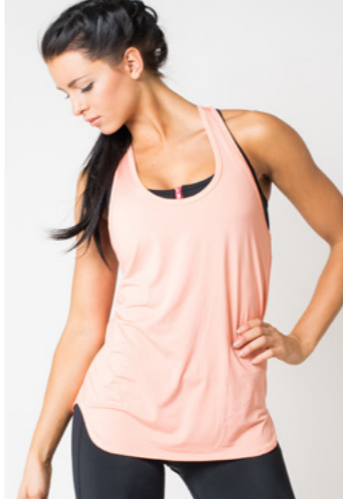
WITH A
FOCUS MINDSET
DROP OF
MINDFULNESS
HAS GROWN AT
A STEADY RATE
THROUGHOUT
SCANDINAVIA

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.





AMERICANO
DOM-08-10
Aqua

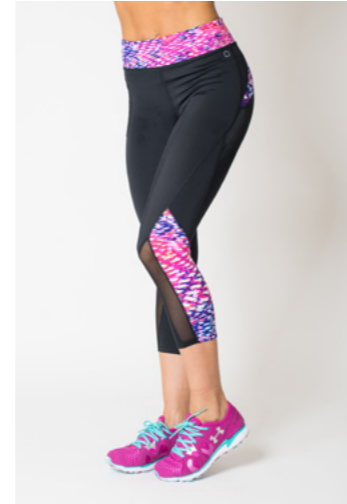
AMERICANO
DOM-08-10
Flamingo

MARTINIQUE
DOM-TPS-14
Black

MARTINIQUE
DOM-TPS-14
Flamingo

SAINT MARTIN
DOM-JKT-04
Aqua

SU2015



ARUBA
DOM-BTM-10P
PinkPython/Black

BOW
DOM-NOS-02
Black/Aqua

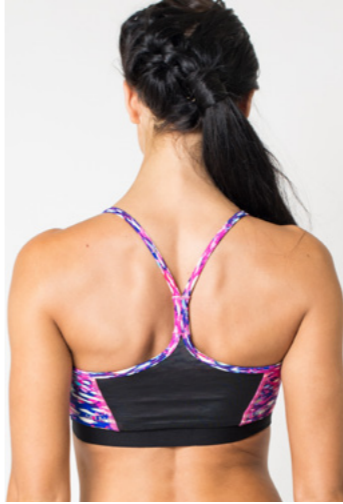
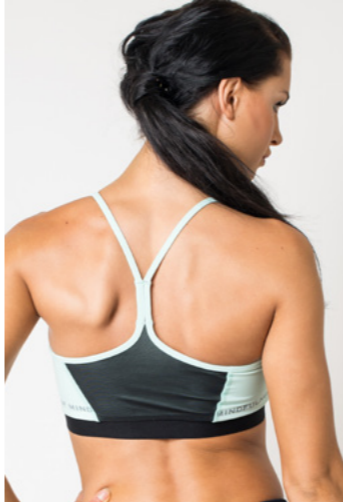
BOW
DOM-NOS-02
Black/Black

HARLEM
DOM-BTM-05
Black/PinkPython

MONTEGO
DOM-BTM-14
Aqua/Black

// DOM //





FREJA
DOM-08-13
Aqua

FREJA
DOM-08-13P
Pink/Python

GASTAVIA
DOM-CAP-01
Black Mesh

SAINT LUCIA
DOM-BAG-05
Coral

SAINT LUCIA
DOM-BAG-05
Navy



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

A woman with dark hair in a ponytail, wearing a black cap and athletic wear, is sitting on a boat. She is looking out over a city waterfront with buildings and a boat in the background. The scene is bright and sunny.

CONTACT

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