



PURE CASHMERE
COPENHAGEN



purecashmere.dk
@purecashmere_official

Pure Cashmere

Pure Cashmere is a small Danish company specialising in luxury garments made of 100% cashmere. They have a zero-waste mindset and design with the full lifecycle in mind. Activities now include care, repair, resale, take back and recycle. They push the boundaries to change the behaviour in fashion.



How they work on circular economy

Pure Cashmere garments are designed to be wardrobe favourites and used hundreds of times. As a starting point, all garments are made of a mono material – 100% cashmere – enabling 100% recycle.

To promote a long-life journey, Pure Cashmere encourages care and repair. They provide guides, how-to-videos, extra patches, and repair-service.

Furthermore, they offer a generous take back service with revival rewards as incentive. Depending on condition, taken back garments are categorized into resale, repair & resale or recycle.

