

humilitu® 1949

Brand book

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Softness, Balance, simplicity...  
A mix of comfort, style and modernity...

The clothes "Humility" are embedded of timelessness and sobriety.

The collections are designed with noble, soft and natural materials made to last.  
Structured and pure shapes that reveals the femininity.  
Quality pieces enhanced with subtle details. A range of models that is easy to wear,  
by natural women with assertive tastes.

Humility is marked out by its elegance and daily highlights the women's one.



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## *The origins*



Jean Pierre Braillard is not new to this game. The best-known brand is La Fée Maraboutée, famous for its dresses and quality meshes. 20 years later, enriched by his experiences and customers' feedbacks, he decided to create humility.

He draws his inspirations from thirty or forty-year-old active women, who want to break with the daily stress, and liberate themselves from the superficial side of the fashion industry.

"Getting back to its roots, dedicating more time for wellness in order to feel well, quite simply"

The need to concentrate on the main thing and simplicity has become humility's leitmotif.

Creating trends with no frills for women who want both comfort and style.

Jean Pierre Braillard has decided to work with his long-standing Italian and Portuguese suppliers and offers natural creations that fit to these women who are a bit environmentally aware and like recharging their batteries in the country.



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*A creator brand*



Following trends, however, Humility intends to be a moderate brand.

It reworks timeless and essential wardrobe for the sake of modernity while playing with sobriety and minimalism.

Elegance, simplicity, femininity are the key elements of Humility style. A creator, chic and contemporary brand that fulfill modern women's needs.

humility creations use noble materials made to last. Natural materials such as cotton, wool, linen, viscose, silk in order to bring comfort, softness and to highlight the quality of clothes. Natural and sophisticated fibres, from the finest to the most rustic.

Knit is Humility's central pillar. Big, medium, fine, it comes in several products, from pullovers to dresses in order to offer cocooning and light models.

humility quality articles are reliable in subtle details, structured shapes and modern pleats. The balance between forms and materials, comfort, natural colors make humility a full brand which is blossoming.



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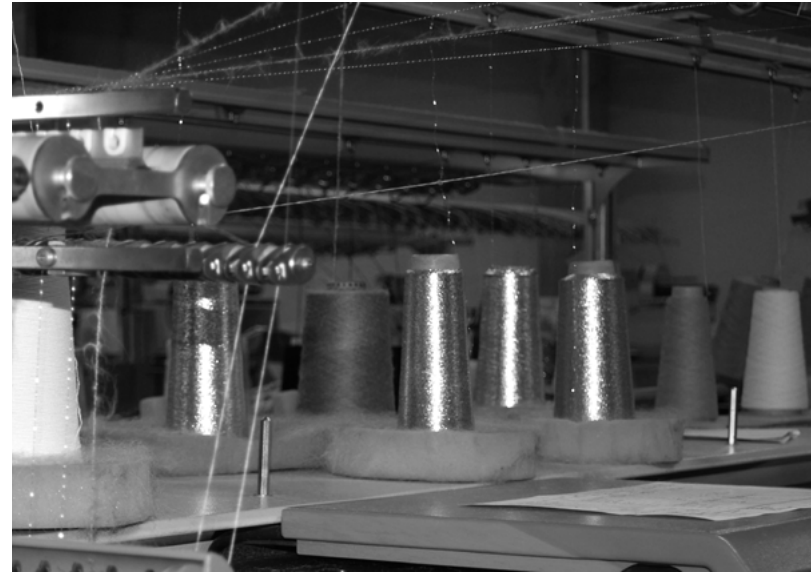


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*European manufacturing*



The quality concern

humility's articles are 95% made in Italy and 5% in Portugal.  
Europe is our roots, our culture and we are proud of it.

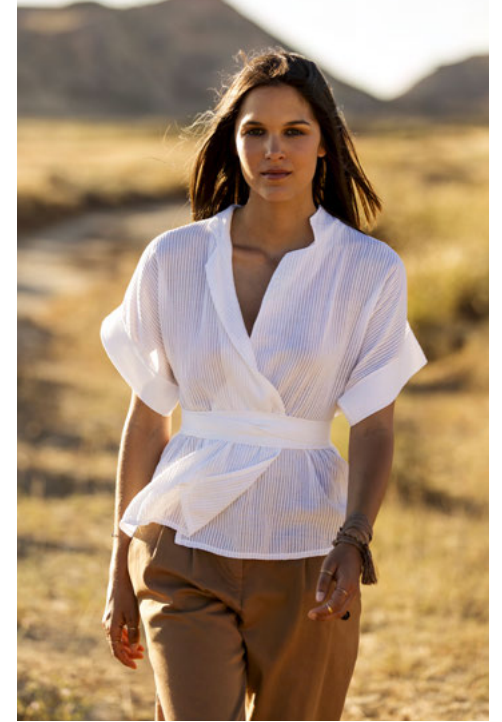
For the sake of quality, ethics and social responsibility, Humility has decided to trust long-standing local partners' know-how, acknowledged for their attention to details and finishing.

This relationship of trust ensures quality and long-term efficacy.  
humility, with its noble materials, is an authentic and sustainable brand that highly values the human aspects.





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*Well-being, just feel good*



Focusing on well-being in order to be happy in life.

Sensitive, intelligent, and calm are the traits that describe the Humility woman. She aspires to a well-being made of both spiritual and physical characteristics created by travels, habits or life experiences.

She is interested in environmental issues and try to improve it through different actions such as recycling, waste sorting or eating organic food. Her way of consuming is conscious and is also reflected in her way of dressing. The criteria that makes her happy to dress Humility clothes are the natural materials, comfort linked to elegance and simplicity.

The humility woman often goes to local organic shops. Eating good products that are also eco-friendly is essential for her.

She likes discovering and tasting new sorts of tea that she enjoys drinking with her friends in new and unusual places.

Practicing sport? Of course but on the week end, far from the pollution and noise of big cities. She prefers breathing fresh air.



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*Breathing, be free*



When she can, she leaves the urban environment where she daily lives to replace it by open spaces.

She likes nature where she recharges her batteries. A week-end in the countryside or by the sea in order to think, move and take time for herself is essential to feel well.

By the fireside when it is snowing or on the beach when the sun is shining, she escapes to by reading Paul Coehlo novel, quite simple but full of truth and spirituality. She likes Matthieu Ricard's texts focusing on meditation, happiness, altruism, her favorite subjects.

Enaudi's piano songs go along with her loneliness moments that are essential for her wellness whereas modern songs are dedicated to her dynamic daily routine.

She doesn't grow tired of watching "Eat, pray and love", "Wild" or "Tracks", those films that recount stories about women's life who are looking for their inner well-being. Escape stories, truth and spiritual quest...



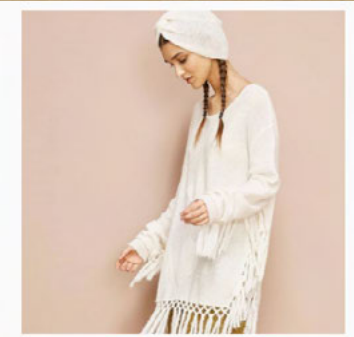
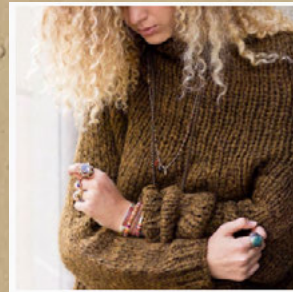
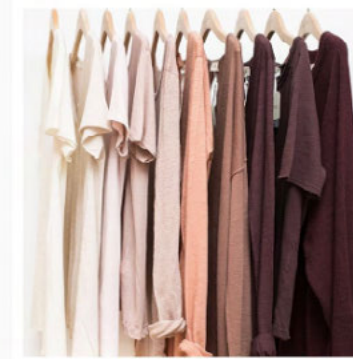
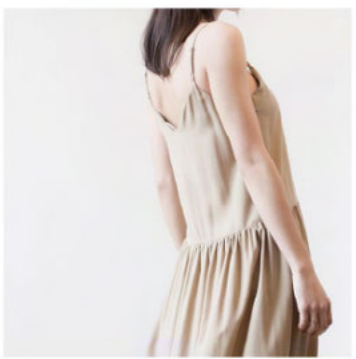
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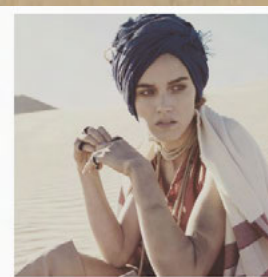
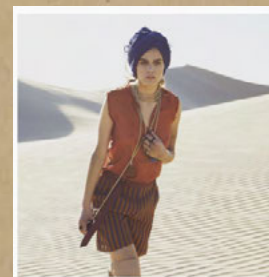
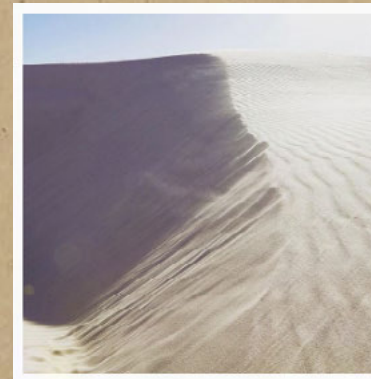
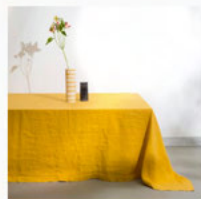
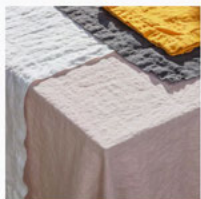
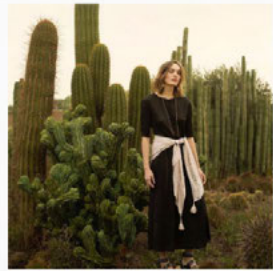


# Inspirations



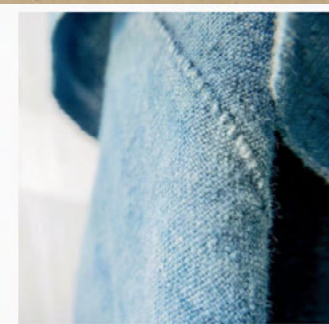
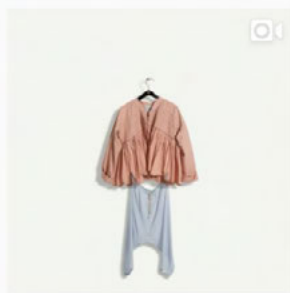


# Inspirations





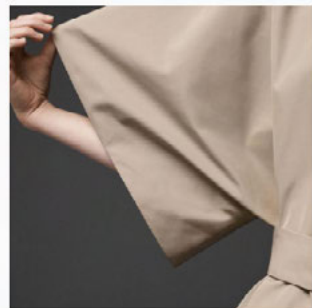
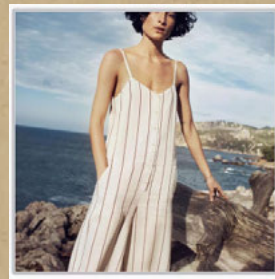
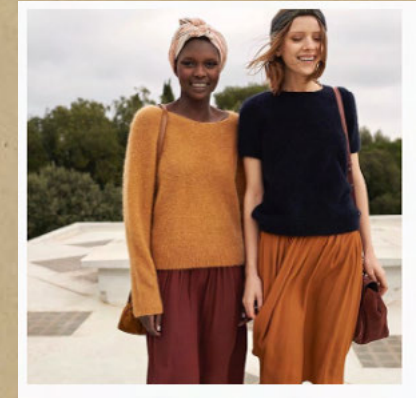
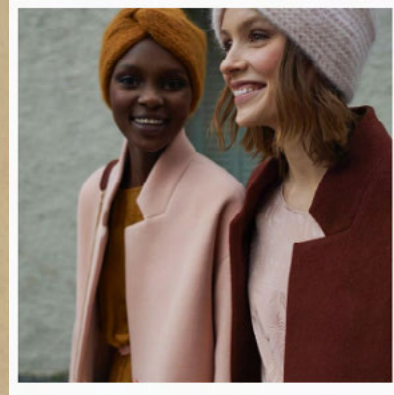
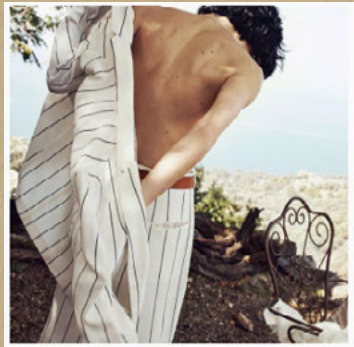
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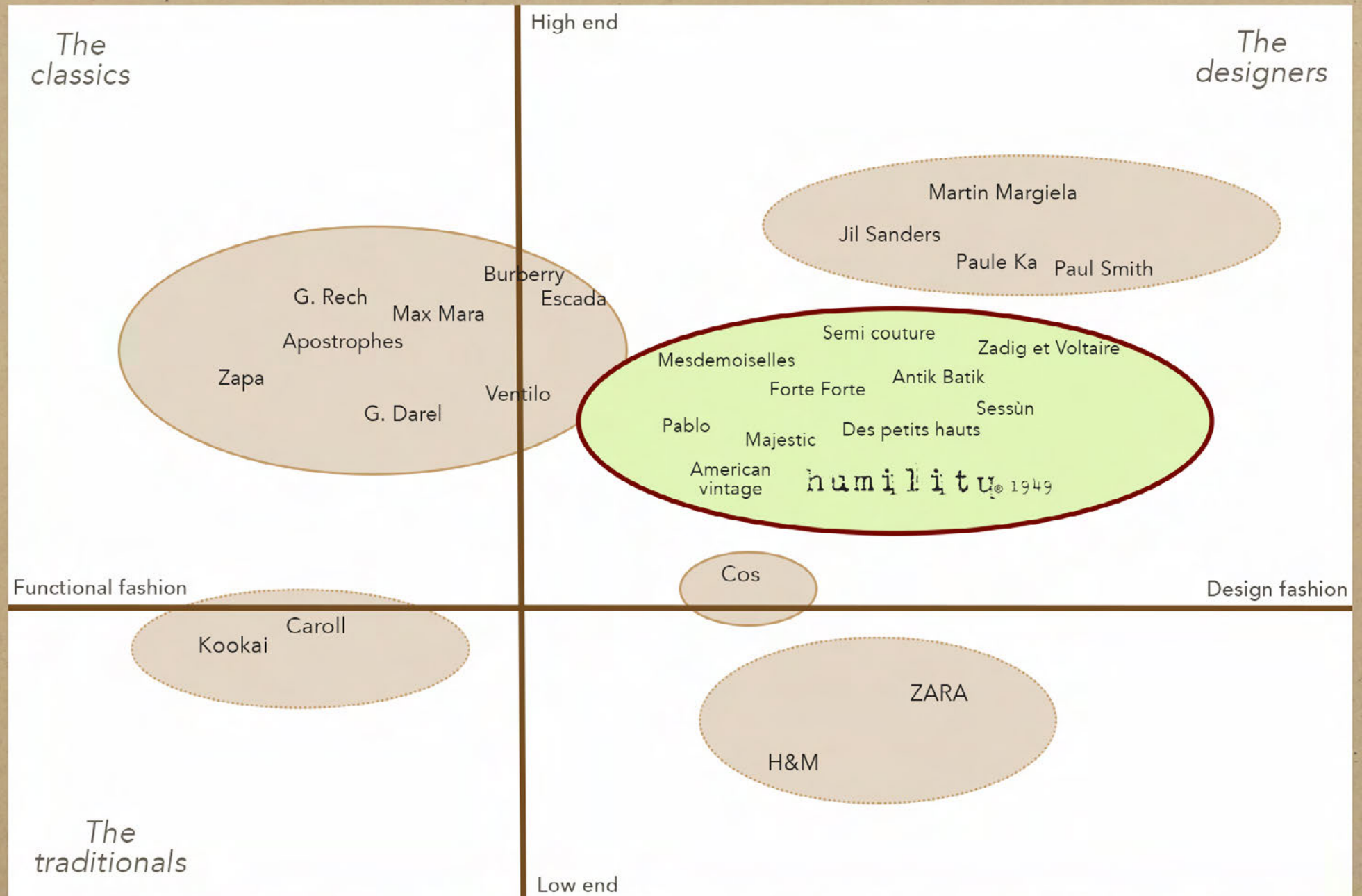
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# Mapping







### Collections

140 models /season

### Average retail price

Summer: 115€

Winter: 125€

### Manufacturing

95% Italy

85% Portugal

### Target customer

Active 25/45 woman

Social-professional category +

Urban - Big cities

### Trade fairs

Who's next



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[www.humility.fr](http://www.humility.fr)