

 POMP DE LUX

Spring/summer 15

3



# Hello Colours

SPRING / SUMMER 15



4 DESIGNERS  
THOUGHT

20 DESIGNERS  
THOUGHTS

30 DESIGNERS  
THOUGHTS

36 DESIGNERS  
THOUGHTS

# # WALLART - BY - POMPDELUX

**Free Wallart for you # for us.**

**I**t all started with my apprenticeship as a media graphic student at the company POMPdeLUX, which has been such an eye-opener for me that it has made a huge difference to the way I think, thus changing my life in a very positive way. The company designs and produces quality children's clothing, while taking a major social and global responsibility. To me it is the perfect place to learn. The company has a fabulous work environment, has a serious CSR Strategy and takes social responsibility at heart.

As a student in an industry where sustainability is very important for everyone's future, I wish to share my experience as an employee of a company that endorses a healthy CSR strategy. This is a real-life, "feel-good" story. A new world POMPdeLUX - UniverseThe weather was freezing cold and loads of snow had fallen on the 4th of December 2012 in Denmark . I arrived at POMPdeLUX with great expectations, excited and a bit nervous on my first day of employment.

I opened the front door to the company and ice and snow from the outside melted completely, so warm was the welcome I got. It was not only the beautiful bunch of flowers I received that made me feel welcome, but what also struck me was the warm-hearted and sincere spirit, work energy and humor that characterises the

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The atmosphere is casual and positive and even self-irony is present. It was these two strong women, who evidently know what they want, who took the time to give me a good insight into the ideas and visions behind the birth of POMPdeLUX .From its conception, POMPdeLUX has made social responsibility an important part of the production process. "We are doing everything we can to act in a socially responsible manner in all aspects of our production, be it our relationship with the environment, production work conditions in the East, or the work environment in our workplace in Lystrup, Denmark.

We wish to contribute to a healthy environment, as well as having satisfied customers and happy employees; therefore we are constantly trying to improve our social responsibility strategy in our enterprise".



# LIGHT AS A FEATHER FEATHER

By enelleranden der har noget at sige bla bla bla

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YOUR HEART  
MAKES

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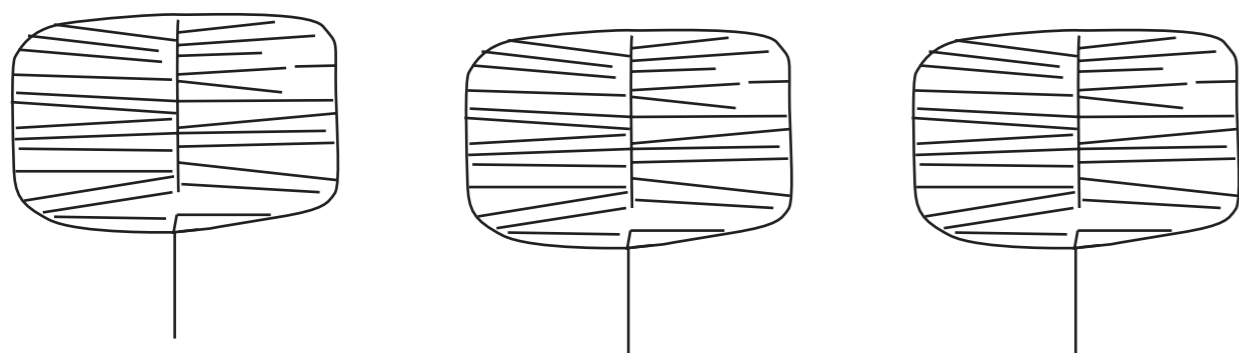


YOUR LIFE IS  
A SURPRISE  
SO YOU NEVER  
KNOW WHEN  
YOUR GUM  
IS GONNA POP

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# CSR IN MY AND YOUR WORLD

By Marie Prokopek , Media Graphics student, POMPdeLUX Denmark .



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A whole new world, I never expected to discover, was introduced to me.

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These core values have a positive impact on all employees and provide a sense of pride

in being part of POMPdeLUX . I think it is very important to maintain this attitude in our industry, as in all other industries. Not only do employees perform much better within such a positive environment, but we also need to do it for our planet. CSR strategy in everyday life Today, 10 months after my first day at POMPdeLUX , I still feel it is a privilege to be a part of the company. Every day I find the same warmth and joy as I did on the very first day. Here is room for everyone! Everyone is important and appreciated, from the management to the storekeeper. POMPdeLUX is growing rapidly and in spite of the high rate of change still manage to keep their feet on the ground and the heart in the right place in the process, with social responsibility, sustainable production and a CSR strategy as a tool. Perhaps you have never heard of CSR? CSR stands for Corporate Social Responsibility. CSR is the plan which specifies what, how and where a company is acting responsibly globally, socially and in the community. CSR is like a toolkit helping companies to maintain and enforce social and sustainable responsibility and behavior via documentation and communication.

Since its launch in 2006, POMPdeLUX has embraced an ethos that reflects the following statements: "It has to feel right" and "We have to help wherever we can". CSR can help to formulate the core values strategically and furthermore transform such warm thoughts into system and documentation. ▶

## Toolkit:



During the last year, the CSR strategy at POMPdeLux' has ensured that it should target all areas, from the employee, to charitable work and donations, increased environmental friendliness in the production process, and so on. Today all employees are educated in the CSR strategy of the company and it is a natural part of their daily work. Employees must feel good physically (through the healthy environment found at the company) as well as from within, because they work for a company which really values CSR.

Our clothes are primarily produced in the East, which means that the production is an important part of the CSR strategy at POMPdeLUX. How are the conditions at the factories? How is the work environment for the workers? Many of our suppliers are either members of the European organization BSCI, or act upon the 10 principles of UN Global Compact. Among the UN Global Principles, a few that are worth mentioning include the following: safety at the workplace; restrictions against child labour; standards for payments; anti-corruption; freedom to unite (to form a union) and greater responsibility towards the environment.

This is just a small part of what the CSR training involved in our company. Having undergone this training made me think about the positive personal feeling that I derived from this experience. It also instilled in me a sense of pride at being able to be part of something that can make a difference to the world through the work I do. I think people describe this feeling as 'good karma'.

Growth and responsibility goes hand in hand

Imagine if more companies endorsed an increasing number of CSR initiatives all over the world, our strength in favour of sustainability would multiply exponentially.

In Denmark we luckily have a government which focuses on CSR. In 2012 the government passed a resolution and act placing responsibility on Danish entrepreneurs. It is called "Responsible Growth 2012 – 2015". Offering different recommendations, the plan of action must set up a new direction for the efforts of Denmark's CSR contribution, and make sure that growth and responsibility should go together hand in hand. It brings added value for both firms and society.

It is good to know that even in times of economic crises, there is serious focus on responsibility, and that such responsibility is actually used as a way to get out of the crisis.

Now you know how CSR came into my world. At this very moment the leaves have started to fall off the trees outside my window. Inside it is warm and the summer collection is soon ready. Old as well as new colleagues are all great people, making my workday worth the while. I think CSR has come to stay for good, and I really hope that industries in Denmark and all over the world will tak







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7

ALL U NEED  
IS FRIEND  
WHO HAS  
CHOKOLATE...



# DESIGNERS THOUGHTS

Spring summer15Behind the GIRLZ seanes

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages. The new common language will be more simple and regular than the existing European languages. It will be as simple as Occidental; in fact, it will be Occidental. To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is.

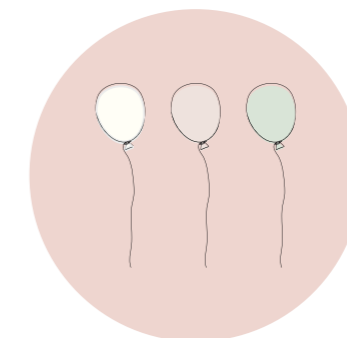
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MUM!!  
I LOVE YOU  
MORE THAN  
ICE CREAM



# BLOGGERS

## Mascha Vang

n ny generation af internetbrugere har bidt sig fast i markedet: Flere og flere begynder at blogge professionelt. De tjener penge på at skrive om alt fra tøj og mode til børn og mad. Én af de danskere, der har stor succes i blogging-universet er Mascha Vang. Tv-kendissens blog er ligefrem gået hen og en god forretning.

Mascha Vang kom flyvende fra start, da hun startede sin blog, maschavang.dk, for omkring tre år siden, men i dag er antallet af brugere nået et nærmest gigantisk omfang. I dag har Mascha Vangs blog 1,5 millioner sidevisninger hver måned, og tv-kendissens skraberier har udviklet sig fra at være en sidebeskæftigelse til et regulært fuldtidsjob, fortæller hun.

Mascha Vang, der ellers normalt er kendt som 'hende fra tv', er med andre ord blevet det, man roligt kan kalde en 'professionel blogger', og bloggen har vokset sig til at være en forretning, der i dag indbringer Mascha Vang det, der svarer til almindelig en månedsløn, lyder det. "Jeg lever af at blogge", siger Mascha Vang. Mascha Vang har ramt en guldåre

Mascha Vang tager sit blogger-job meget seriøst.- Jeg bruger meget tid på det. Det er ikke bare at sidde og skrive et indlæg. Jeg skal finde noget, som læserne synes er interessant. Derudover skal der tages billeder, der skal overføres, og så er der en del administrativt arbejde, som jeg skal se til, da jeg har mit eget firma, fortæller hun. Umiddelbart er der ikke noget ved tv-kendissens 'site', der afslører, at maschavang.dk faktisk er en seriøs virksomhed. Mascha Vang blogger om alt muligt: Hendes børn, vægten og hendes liv, og i ny og næ sniger der sig også et produkt, som hun har prøvet, med på bloggen. Det skal man dog ikke tage fejl af. Selvom den primære årsag til, at hun skriver om sit liv og sine oplevelser, er, at hun synes, det er sjovt, lægger Mascha Vang ikke skjul på, at pengene og den omtale, som bloggen giver hende, også har en stor værdi.

Den unge mor har ramt noget i den danske medieverden, som har vist sig at være en guldåre - en forretning, som flere andre kendisser først nu har fået øjnene op for.

- Det er jo skide god branding, og så er det en sjov måde at tjene lidt ekstra på. Det er jo ikke hver dag,

der er et tv-job eller et radio-job, jeg kan tage, så det er en god måde at supplere min indtægt på, siger Mascha Vang. Sådan tjener hun pengene. Pengene tjener hun primært ved at vise bannerannoncer på sin blog, men der ryger også penge i kassen, når hun tester et produkt, lyder det. - Jeg tjener mest på bannerreklamerne - altså reklamerne på selve siden, men der er også folk, der køber indlæg. De køber en produktanmeldelse og sender et produkt, som jeg skal anmelde, siger Mascha Vang.

Det gør de, fordi Mascha Vang - udover at være kendt - har så mange følgere, som hun har. Hun og hendes navn har fået en stor markedsføringsværdi. Maschavang.dk er blevet en 'vare', hun kan sælge, og derfor kan nu håndplukke de produkter, der matcher hendes interesser og som kaster flest penge af sig. - Jeg skriver ikke om hvad som helst. Jeg godkender først de produkter, som jeg vil anmelde. Jeg skal kunne lide det. Det kan være et nyt skyllemiddel, hvor jeg svarer på, om jeg kan lide duften, og om jeg ville bruge det selv, siger tv-kendissen. Varerne har i sig selv ikke en stor værdi, fortæller hun. Virksomhederne betaler for hendes omtale. Det er det afgørende, lyder det.

- Jeg modtager ikke varerne som betaling. Nogle gange skal jeg sende produktet tilbage, andre gange smider jeg det væk. Det er sjældent varer af særlig stor værdi. Eksempelvis er jeg helt vild med at ryge vandpipe, og i den forbindelse har jeg skrevet om e-cigaretter. Der var jeg nødt til at få tilsendt fem cigaretter, siger Mascha Vang.

Mascha Vang: Jeg tjener en månedsløn. Hvor meget Mascha Vang faktisk tjener på sin blog-forretning, vil hun ikke fortælle, men hun afslører, at det svarer til en 'almindelig månedsløn'. - Jeg tjener nok til, at jeg kan leve af det. Det er ikke noget, man bliver rig af, men jeg tjener nok det, der svarer til en almindelig funktionærløn, lyder hendes svar på spørgsmålet.

Mascha Vang er ikke den eneste kendis i Danmark, der er sprunget ud på nettet for at supplere deres karriere.

For et stykke tid siden kunne tv2.dk fortælle om



Christiane Schaumburg-Müller, der nu vil tjene penge på sit nye site, chrichri.dk, og forleden også om Julie Zangenbergs blogging-debut.

Derudover har tv-kendissen Ibi Støvning og fodboldspilleren Simon Makienok deres blog, CRYSTAL KID & BABY SHARK, hvor de fortæller om deres liv og de produkter, som de prøver af. Også disse sider har et forretningsselement.

Mascha: Det her er stort i udlandet. Mascha Vang tror, at der er flere på vej.

- Jeg er ikke overrasket, at flere blogger professionelt. Danmark er bare så forstokket og forældet og kedeligt og bange for branchen, så vi er mega langt bagud i forhold til mange andre lande.

Det er enormt stort i andre lande. Det her har en kæmpe værdi og ikke mindst reklameværdi. Faktisk kommer det bag på mig, at det ikke er større, end det er, siger hun til tv2.dk.

Da hun begyndte at blogge var hun allerede et kendt ansigt, men hun er ikke i tvivl om, at bloggen har været med til at gøre hende endnu mere kendt.

- Det er bestemt med til, at jeg bliver mere kendt.

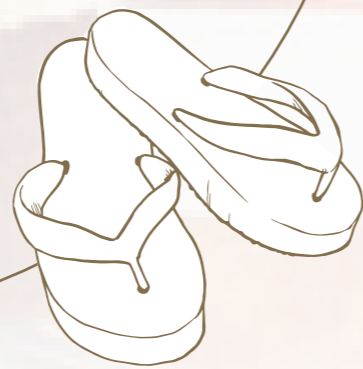
Da jeg blev gravid kom jeg ikke i tv eller radio på samme måde, som jeg havde været før i tiden, men det viste sig, at folk stadig gerne vil følge med.

Jeg blev den mest googledede person i Danmark i 2013. Medierne, Medina eller Rasmus Seebach var ikke i nærheden af det, siger Mascha Vang og griner.



LET'S  
PLAY  
DRESS-UP

LIFE IS  
GOOD  
IN FLIP  
FLOPS



1 Oceanside SS TSHIRT 15,95/120,00/160,00/19,90 2 Vilnius BAGGY SHORTS 26,95/200,00/260,00/32,90



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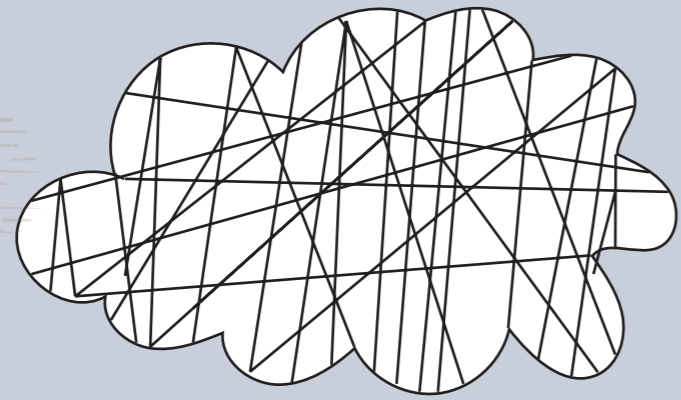


## SHOPPER

The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words. Everyone realizes why a new common language would be desirable: one could refuse to pay expensive translators. To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words.If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages.The new common language will be more simple and regular than the existing European languages. It will be as simple as Occidental; in fact, it will be Occidental. To an English person, it will seem like simplified English, as a skeptical Cambridge friend of mine told me what Occidental is. The European languages are members of the same family. Their separate existence is a myth. For science, music, sport, etc, Europe uses the same vocabulary. The languages only differ in their grammar, their pronunciation and their most common words.Everyone realizes why a new common language would

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CLODDY  
SMILES



# DESIGNERS THOUGHTS

Spring summer15Behind the GIRLZ seanes



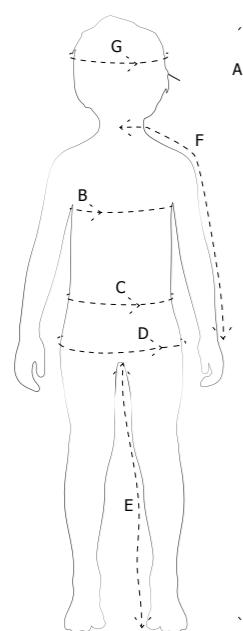
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### SIZE GUIDE

Use the tables below to find the correct size for your child. Our children's sizes are measured according to height. However, the more measurements you take, the better your chances of selecting the correct size. If your child is between two sizes, we recommend that you select the larger size.

For example: If your child is 8 years old and 136 cm tall, you should select 140 in our single sizes and size 134-140 in our double sizes.

### HOW TO MEASURE YOUR CHILD

Measure directly on the child's body (without clothes).

All measurements = centimetres.

Sock sizes = shoe sizes.

**A Height** From top of head to floor – measure with feet together.

**B Chest** Measure at underarm, arms down along the body.

**C Waist** The child's waist measurement at the narrowest point.

**D Hip** Hip measurement at the widest point.

**E Inseam** Measure from crotch to floor down the inside leg.

**F Sleeve length** Measure from nape along the arm to the wrist.

**G Head measurement** Wrap a measuring tape around the head just above the eyebrows.

### FULL SIZE RANGE 80-152 cm

A Height (Size)	Age	B Chest	C Waist	D Hip	E Inseam	F Sleeve length
80	1	52	50	54	30	38
86	1 1/2	53	51	55	34	41
92	2	54	52	56	37	44
98	3	55	53	58	41	47
104	4	56	54	60	44	50
110	5	57	54	61	48	53
116	6	58	55	63	52	55
122	7	60	56	65	55	58
128	8	62	58	69	59	61
134	9	64	59	71	63	64
140	10	68	60	74	67	68
146	11	70	62	78	70	71
152	12	76	65	83	73	74

### JUMPING SIZES 80-152 cm

A Height (Size)	Age	B Chest	C Waist	D Hip	E Inseam	F Sleeve length
80 - 86	1 - 1 1/2	52 - 53	50 - 51	54 - 55	30 - 34	38 - 41
86 - 92	1 1/2 - 2	53 - 54	51 - 52	55 - 56	34 - 37	41 - 44
98 - 104	3 - 4	55 - 56	53 - 54	56 - 60	41 - 44	47 - 50
110 - 116	5 - 6	57 - 58	54 - 55	61 - 63	48 - 52	53 - 55
122 - 128	7 - 8	60 - 62	56 - 58	65 - 69	55 - 59	58 - 61
134 - 140	9 - 10	64 - 66	59 - 60	71 - 74	63 - 67	64 - 68
146 - 152	11 - 12	70 - 76	62 - 65	78 - 83	70 - 73	71 - 74

### HATS 50-56/S-L

G Head measurement	Size
50 cm	50/S
52 cm	52/S
54 cm	54/L
56 cm	56/L

WHEN  
BOYS DO  
THOSE CUTE  
HALF-SMILES





GO HAVE A  
SS15 LOOK

A BIG THANKS TO ...

... the little girls and boys who made us smile again and again during the photo shoots!

... EN FANT children's shoes who provided us with the most beautiful shoes!

**LUX**

Magazine -by  
POMPdeLUX

SPRING/SUMMER15  
**DESIGNERS**  
THOUGHTS

Behind the GIRLZ scenes

— CSR —

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