

LUX

MAGAZINE



- By POMP_DE_LUX

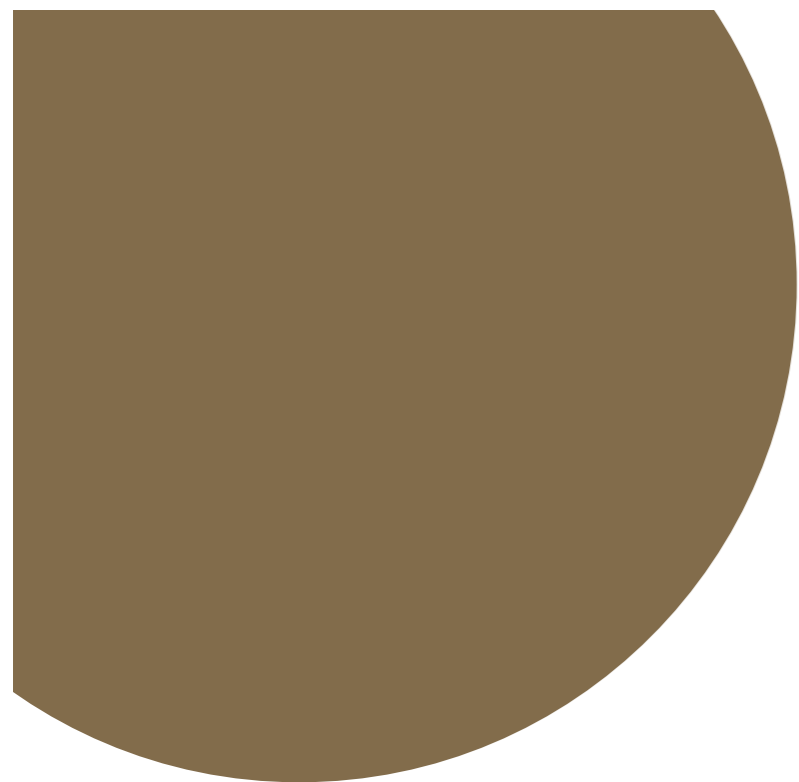
SPRING/SUMMER15
DESIGNERS
THOUGHTS

Behind the GIRLZ scenes

— CSR —
IN MY AND
YOUR WORLD

3





Hello Colours
 SPRING/SUMMER 15
POMP_DE_LUX



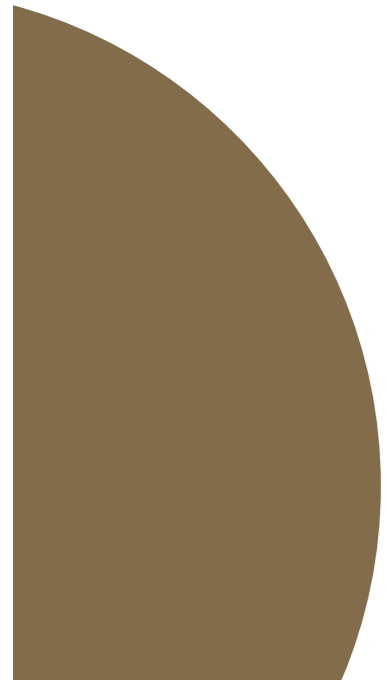

POMP_DE_LUX

4 DESIGNERS
 THOUGHTS

20 DESIGNERS
 THOUGHTS

30 DESIGNERS
 THOUGHTS

36 DESIGNERS
 THOUGHTS





Infotekst dress price xxx,xx/xxx,xx/xxx,xx/xxx-

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

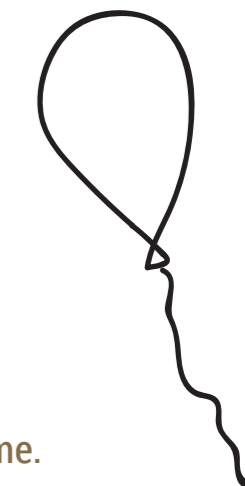
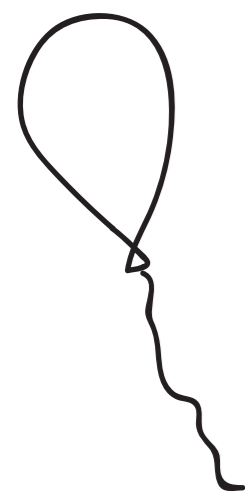
P O M P _ D E _ L U X
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A
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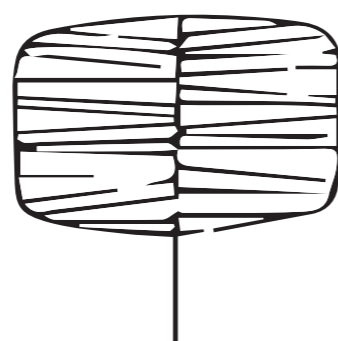
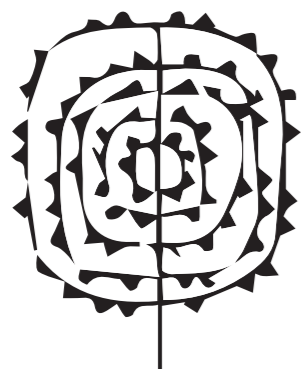




Life is full of surprises!
A whole new world, I never expected to discover, was introduced to me.

IN MY AND CSR

BY MARIE PROKOPEK , MEDIA GRAPHICS STUDENT, POMPDELUX DENMARK .



It 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 whole company POMPdeLUX in Aarhus. From the heart of strategyWhen I met the two women behind the company POMPdeLUX , I immediately realized where the energy, the warm atmosphere and the humor in the company came from. Both

ladies were light-hearted in their conversation, their eyes are full of humour, and it was obvious they knew each other very well from the way they were talking.

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".

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 lifeToday, 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



Toolkit:



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.

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'.

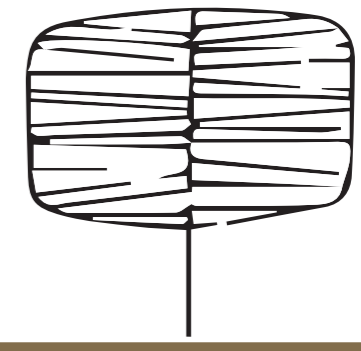
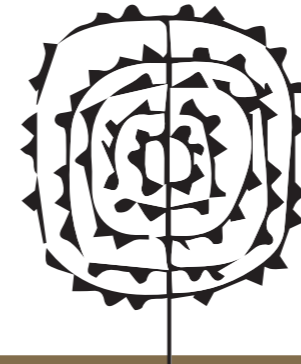
Growth and responsibility goes hand in hand

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



We felt there was a growing need among parents to buy quality children's clothing, without paying an enormous amount of money, while knowing that such clothes were being produced and sold in a socially responsible fashion all the way through. Following a trip to Paris the idea for a whole new concept started to form in our minds: We would design and produce children's clothes ourselves. In order to keep the price down, this brand would not be sold in traditional stores, but through Home sale events and through our Web shop.'

Apart from the quality of the clothes in the sense of material and production, it was always our goal to provide unique styles and designs, which emphasize children's personality. Therefore, we design everything from buttons to fabric which we print ourselves.'





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7

ALL YOU NEED IS
A FRIEND WHO
HAS CHOKOLATE...

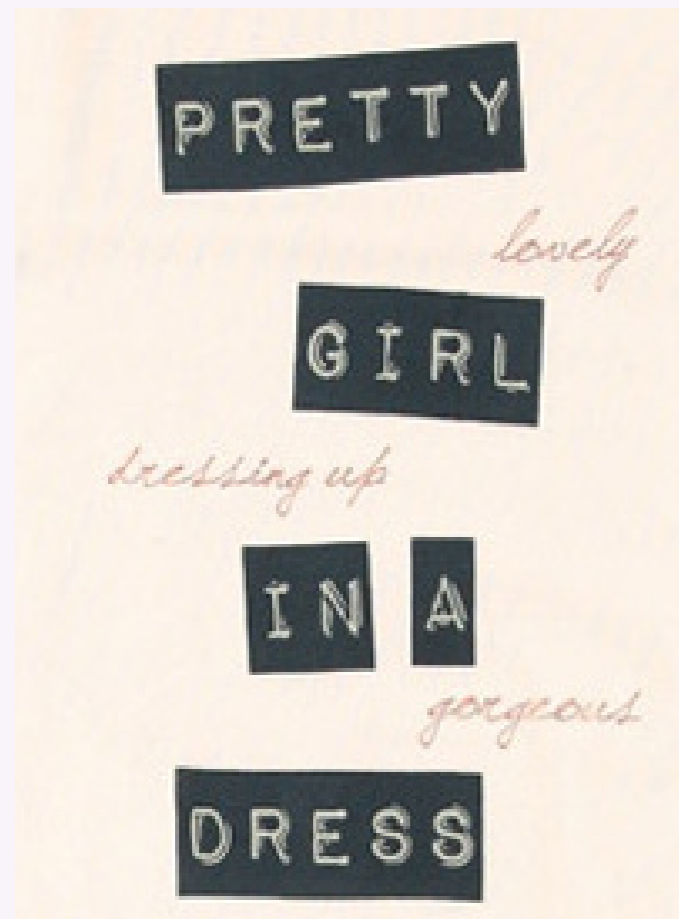
LOGIC

WILL GET YOU FROM A TO Z.

IMAGINATION

WILL GET YOU EVERYWHERE





SPRING/SUMMER 15 DESIGNERS THOUGHTS

Behind the GIRLZ seanes

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“WE DID’NT
REALIZE WE
WERE MAKING
MEMORIES WE
JUST KNEW
WE WERE
HAVING FUN.”



MUM!!
I LOVE YOU
MORE THAN
ICE CREAM



Summertime

TRE LINIER OVERSKRIFT
TRE LINIER OVERSKRIFT
TRE LINIER OVERSKRIFT

Du kan angive formatering på tegnniveau for et eller flere tekstudsnit i et afsnit eller på en linje. Du kan også indstille to eller flere indrykkede formater til at arbejde sammen, så det ene tager over, hvor det sidste slutter. I forbindelse med afsnit, som indeholder gentaget og forudsigelig formatering, kan du desuden gentage det første format i sekvensen. Indrykkede formater er særligt anvendelige i

BLOGZ

MACHA VANG

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BLOGZ

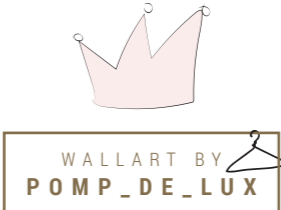
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LET'S
PLAY

DRESS-UP

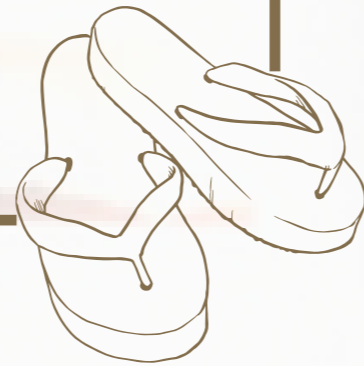




ROSES ARE ROSE
AND BOYZ LIKES BLUE



LIFE IS GOOD
IN FLIP FLOPS



LIGHT AS A FEATHER

SS15

BY ENELLERANDEN DER HAR NOGET AT SIGE BLA BLA BLA

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DARE
TO
DREAM



You R
MY KIND OF
TYPE

I
AM
WHERE
ARE
YOU?





W R O O M
W R O O M

ARE NICE WORDS

HOME SHOPPING NIGHT

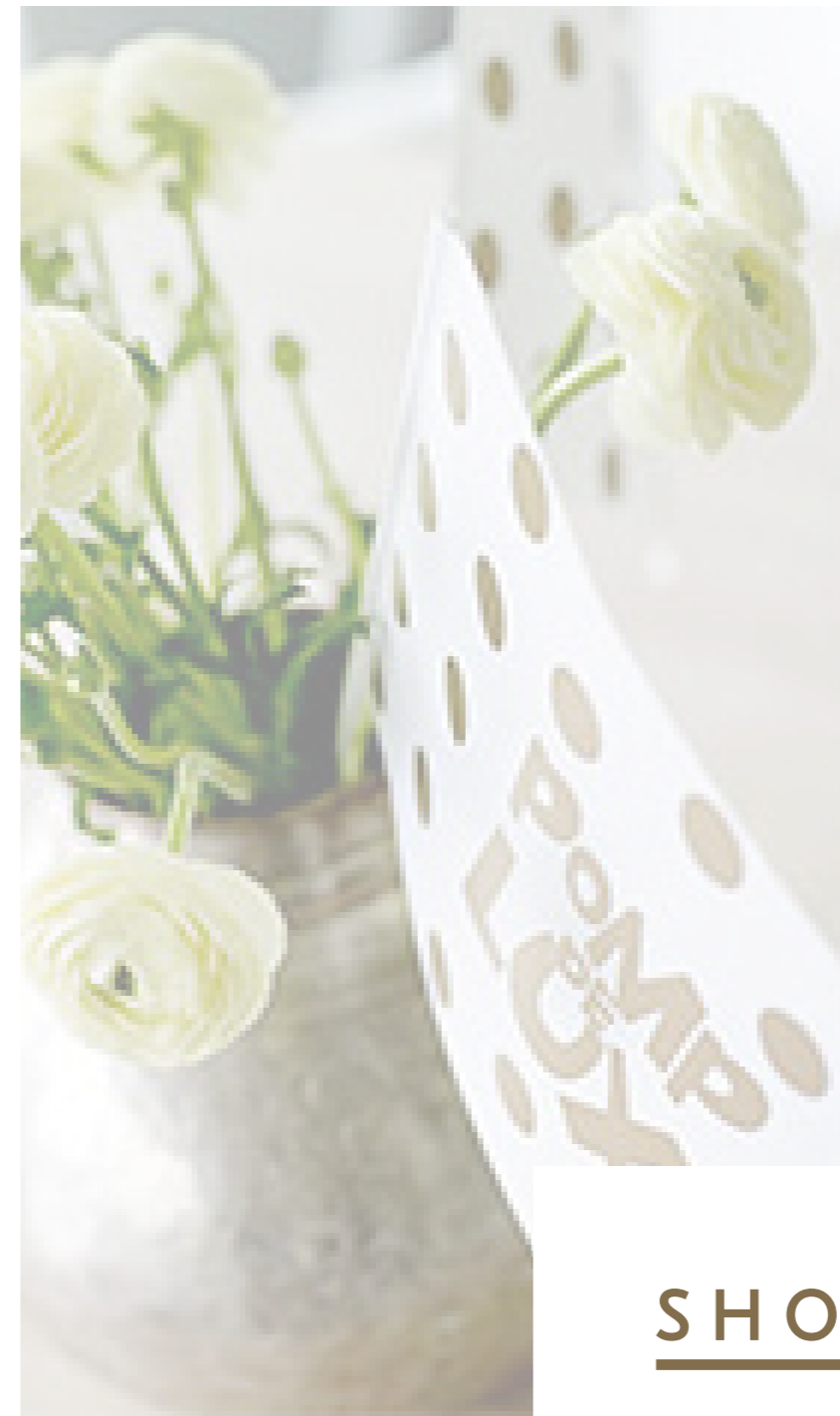
A COZY NIGHT OUT WITH YOUR GIRLEYFRIENDS

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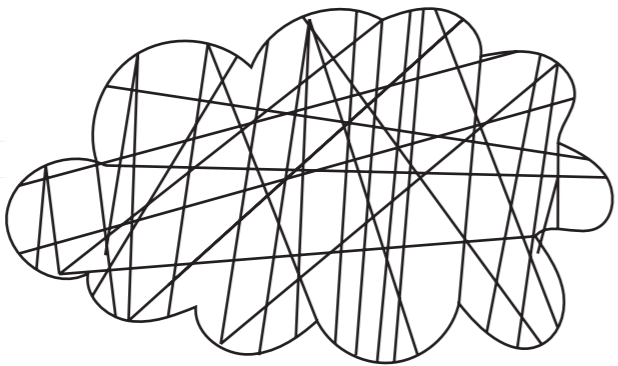


SHOPPER

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**CLODDY
SMILES**





SPRING SUNNER 15 DESIGNERS THOUGHTS

Behind the scenes

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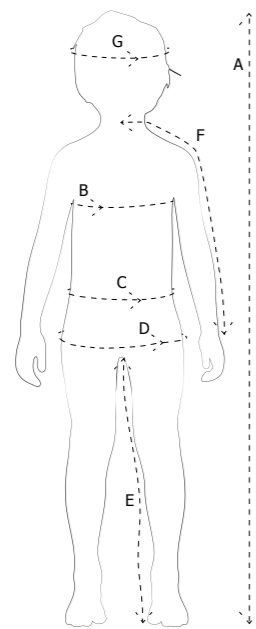
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SIZE GUIDE

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 |



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!

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