



GRIMELANGE

BRANDBOOK

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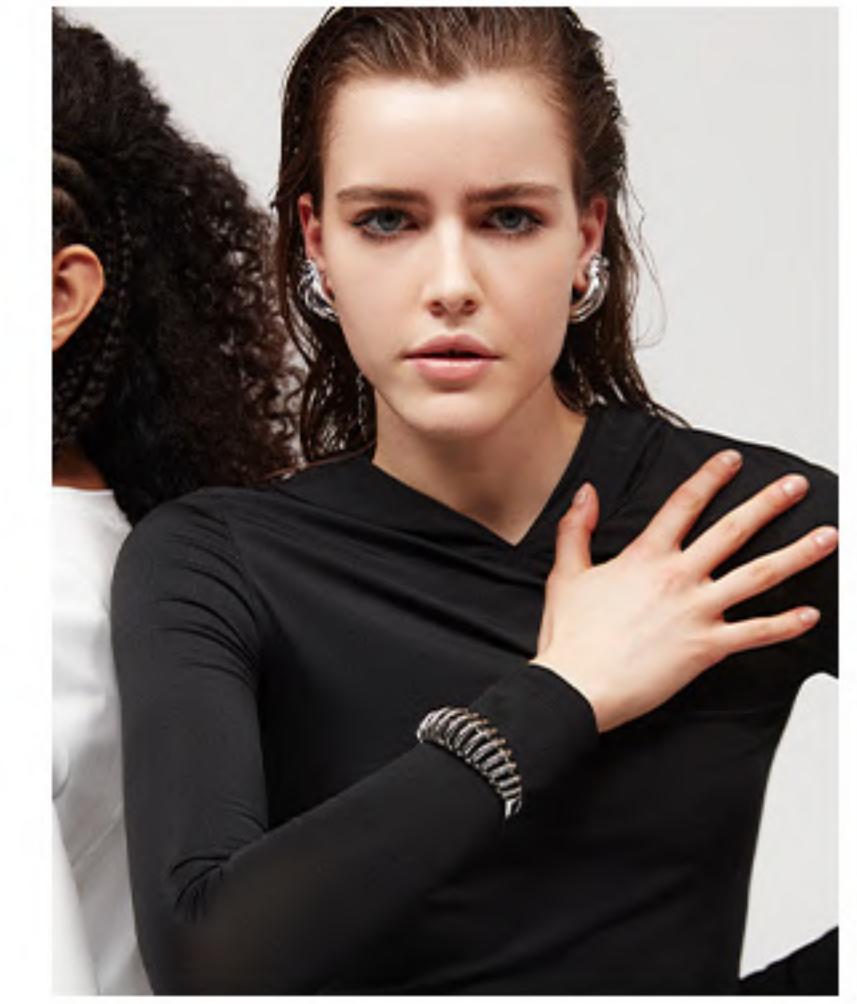


SELECTION 01

Who Are We?



01. WHO ARE WE GRIMELANGE



Grimelange

Navigating through the complex industry of manufacturing, Grimelange is the youthful interpretation of years of experience. As a brand, we work towards creating affordable, sustainable, and premium garments which simplify your wardrobe. As a persona, we work to reflect different personalities and stories in the modern era of expression.

We hold a strong belief that a little goes a long way and approach all aspects of business with a minimal mindset. With a commitment to being part of an inclusive and sustainable economy, we strive to create a positive impact on our society and the planet.

01. WHO ARE WE
VISION

The Way We See It.

Everyone has a story to tell and we want to be part of yours. Your clothes have the power to tell your story. A way of expression that is open, honest, and striving for truth.

Combined with our minimal design philosophy, Grimelange reestablishes the connection between who you are and how you show it. With alternatives for a variety of different style choices and affordable prices, there is room for everyone in our world.



01. WHO ARE WE
MISSION

Making it Happen.

All Grimelange garments are designed and manufactured with care. To ensure the best quality every single time, we oversee all aspects of production from cotton harvesting to yarn spinning to final product.

We want everyone to experience the satisfaction of premium garments at affordable prices. Our life work is to make these values accessible to everyone.



01. WHO ARE WE VALUES

Because We Care.

Grimelange is about being sustainable while still being affordable. Our priority in production is to balance our environmental and social impact. Crafting our clothes with care entails that we care for the environment too.

This is why we go the extra mile to reduce our carbon footprint and manage production waste as best as we can. Grimelange is here to change the fashion game by proving that affordability and accessibility are not a compromise on quality and sustainability.



SELECTION 02

Brand Positioning

A woman with curly hair, wearing a vibrant pink two-piece outfit, stands on the edge of a swimming pool. She is leaning forward with her arms outstretched, looking towards the water. The pool is surrounded by a white wall, and the background features a red building. The water in the pool is clear blue with ripples. The overall scene is brightly lit, suggesting a sunny day.

02. BRAND POSITIONING

TARGET AUDIENCE

Our Buyers.

Grimelange is for everyone who seeks out quality and affordability in their choice of garments. Our buyers follow the latest trends in fashion and love shopping both online and in person. They are inspired by social media and fashion blogs. Their main concern is attaining their needs within their own budget. They prefer minimal silhouettes and designs that can be mixed and matched for every occasion. Finding casual and chic premium quality garments makes them feel smart, confident, and stylish.

Age: 18-40 **Income:** Middle Range

Shopping Habit: Shops online at least once a month.

Lifestyle: Environmentally conscious, metropolitan, and multifunctional.



02. BRAND POSITIONING

POSITIONING STATEMENT

Where We Stand.

We are for the fashion lovers in pursuit of modest, premium quality garments.

We are here for those who care about the environmental and social impact of their shopping habits.

We offer the confidence of feeling fashionable and smart in sustainably made clothes. We care equally about you and the planet. We believe that affordability and accessibility should not compromise quality and sustainability.



Design Philosophy.

Our approach to the design process is centered around youthful interpretations of timeless silhouettes. By pursuing a minimal outlook during the designing process, we create pieces that can fit a variety of styles. All Grimelange garments can be dressed up for a more formal look or dressed down for daily use. Our basic essentials are made for multifunctional use in all situations. In bringing our designs to life, we keep two main objectives in mind. To make clothes that are good for you and good for the environment.



SELECTION 03

Production

Where Everything Happens?

We entered the fashion industry in 1993 by producing ready-to-wear products for European brands. Throughout the years we invested more and more into our factory until we became a fully integrated production line. For the last 10 years, we've been working at full capacity by overseeing all parts of production from yarn spinning to fabric kitting to the final product.

All Grimelange products are made from GOTS certified organic cotton which comes into our factory as raw materials. From there we spin them into yarns, turn them into fabrics, print or embroidery them, wash them with special finishes, give them quality control checks, package them, and store them until they are ready to be shipped.

Having an integrated system where we can do all of this allows us to maintain our high-quality standards. It grants us access to all steps in the production process and allows us to intervene when necessary. Our accumulated full-service approach has made us one of the leading textile factories in the world shipping to more than 20 countries.

Thanks to our production capacity, we can produce a variety of products and continue delivering over time.



25 Years & Counting.

1993: We started off as a garment supplier. We produced more than 20 million pieces of clothing in 10 years.

2003: We integrated our very own fabric house. We started producing our own circular knits and wovens with antibacterial and other added finishings like mercerised and silky touches.

2006: We established our own yarn house. This allowed us to produce different kinds of yarn counts in combed versions including melange and other special finishings.

2010: We established our own print, embroidery, and washing houses. In integrating these stations, we became a fully integrated vertical production line.

2020: Backed with years of experience in the fashion industry, we created Grimelange.



03. PRODUCTION SUSTAINABILITY

Good For You, Good For Planet.

For us, sustainability means two different things. The first is producing garments in a way that is safe for the environment and with as little impact as possible. The second is producing in a manner that is self-sustainable, meaning that it creates a positive social impact.

Our factory is endowed with an array of global certificates that ensure we are taking responsibility for the aftermath of our productions. We are always looking for innovative ways to balance our impact by managing our waste. We reuse water from our washing processes and are taking the first steps to use solar energy on a bigger scale. Our full-service production line also cuts out the carbon emissions associated with transportation.

Making sure that our social impact is as positive as possible is a big factor in our sustainability efforts. In expanding our factory to be fully integrated we've added value to Turkey's economy. We are consistent in research and development plans that incorporate the local people by creating jobs in the easter region of the country. We choose local employees to prevent migration for jobs and follow through with continuous training for development. Our system has become a structure that is able to produce solutions in and within itself making it a self-sustainable factory.





Certificates.

GLOBAL ORGANIC TEXTILE STANDARD (GOTS):
CERTIFICATE NO: EGL/151766/1145893/1

BETTER COTTON INITIATIVE (BOI):
ID NUMBER: 3498

ORGANIC CONTENT STANDARD (OCS):
CERTIFICATE NO: EGL/151766/1145921/1

CARE FOR WATER

COTTON IN MADE IN AFRIKA
CERTIFICATE NO: YFRG - 119/2020

GLOBAL RECYCLED STANDARD (GRS):
CERTIFICATE NO: USB TEX3142-GRS-2021-01

RECYCLED CLAIM STANDARD (RCS):
CERTIFICATE NO: USB TEX3142-RCS-2021-01

**03. PRODUCTION
CERTIFICATES**



Grimelange in Numbers.

**30+ years of experience in textile
4 years of experience with GRIMELANGE**

**389 new employees hired
80% of employees are female.**

**2.8 million garments sold so far.
X websites and marketplaces selling Grimelange.**

**12000 SKU on sales.
37 million euro turnover in 3 years.**

**32.000 square meter warehouse
with root optimization.**

For 2 years GRIMELANGE sales:

**92500 kg of Organic Cotton used.
223000 kg of Better Cotton used.
23000 kg of Recycled Cotton used.
19300 kg Recycled Polyester used.**

**80.000 tonnes of water saved with Care
for Water System.**

**2300 kg less chemicals dye used with ZDHC
198000 kg of carbon emission avoided by being fully vertical.**

SELECTION 04



04. COMPANY DEATILS

OFFICES

PRODUCTION FACTORY

Address: Petrol Mahallesi Organize Sanayi Bölgesi
02200 Adıyaman / Turkey

HEADQUARTERS

Address: Mithatpaşa Mahallesi Selanik Bulvarı
No: 159/A Kemerburgaz / Eyüp / İstanbul

SHOWROOM

Address: Mithatpaşa Mahallesi Selanik Bulvarı
No: 159/A Kemerburgaz / Eyüp / İstanbul

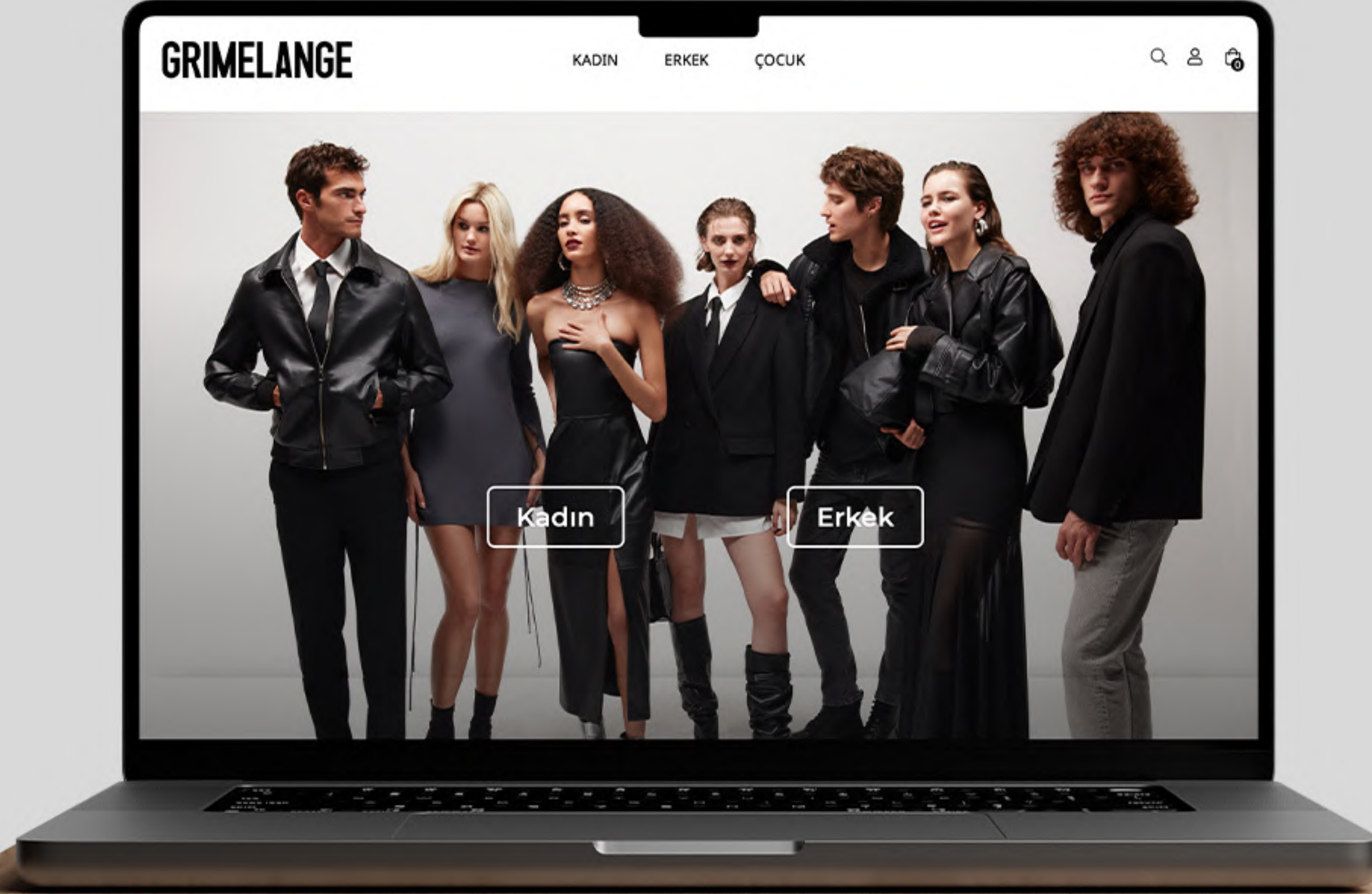
GRIMELANGE FACTORY

Address: Horasan Sanayi ve Dış Ticaret A.Ş
Salkımbağı Köyü Paçık Mevkii Kahta / Adıyaman / Turkey

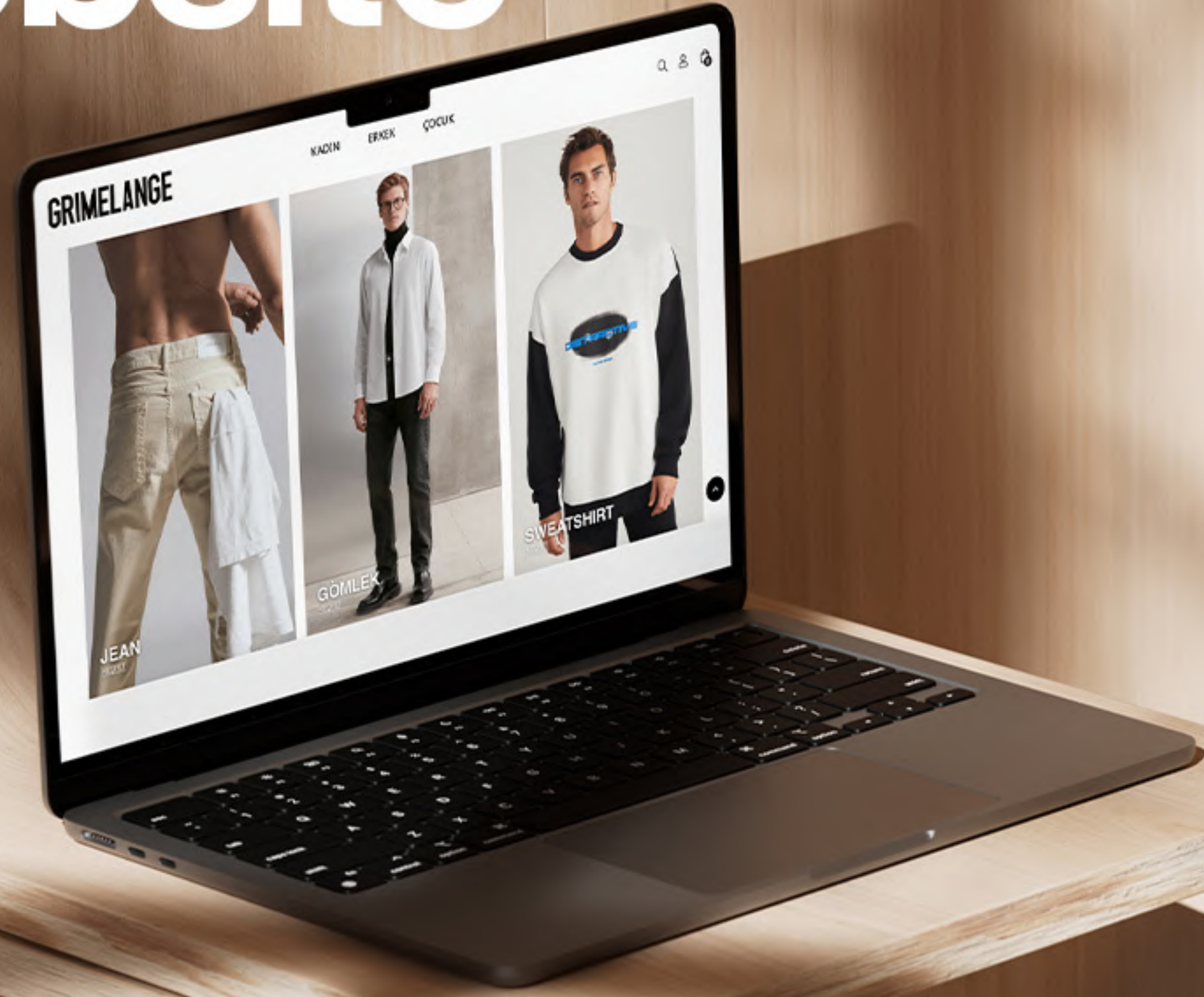
Website: grimelange.com.tr



Website



Website



SELECTION 05



OUTDOORS



İLKER

GRIMELANGE

grimelange.com.tr



GRIMELANGE
grimelange.com.tr

EKSİK
OLMAYIN

TEKİRERİNE İZMİR
KURULU

hospitalleri
ULUSLARARASI DİŞ HASTANELEĐİ

GUST

EDES

TAKSI













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