

About

“Life is a unique journey full of choices. With sur le chemin we present our contribution to conscious choices.

Deeply committed and travelling light, we offer our favourites that you will want to bring along on your journey.”

sur le chemin unravels the rules of fashion, with garments that go beyond the rush of seasons, trends and time. Our clothes are contemporary with no use-by-dates. Playful collaborations conceived around a shared love of simplicity. We create your new favorites woven from old memories, designed to outlive every other piece in your wardrobe.

This is a collection built slowly, piece by piece, for humans who long to live, move and consume consciously. Made in Europe, with materials and manufacturers that care for people and the planet. We offer sincere clothes that evolve with every wear and wash. With pin-tucks, pockets and pipings that are too beautiful to hide, each shirt, knit and chino is an esthetic retort to fast fashion.

In a fast consuming world where clothing is a commodity, created, sold and consumed in haste, we prefer freedom and simplicity. It's why we take our time to care for details. Why we choose local craftsmanship and create garments with long lives. We design honest clothes, make them in honest ways, and sell them at honest prices. Obviously, it costs us a little more. But it costs the planet a whole lot less.

sur le chemin creates timelessness and offers you the favorites that you will always want to carry for life's journey.

Winner of Copenhagen Fashion Week Design Talent 2018

Design principles and mission

At sur le chemin we strive to slow down the pace in today's fashion industry, creating clothing that are timeless and will survive over time. It is all about being relevant regardless of trends.

We do not produce the traditional seasonal 2, 4 or even more collections a year, but try to find a new way to work within an industry as for the last decades have ended up having a speed that is no longer sustainable.

This meaning that we are developing a base of essentials, that consist of styles such as the classic oxford shirt, t-shirts and chinos. Around this base we build the collection piece by piece - presenting the different styles to the market on a regular basis throughout the year. Working this way we are able to be more true to season, have close to no overproduction and avoid sales. Furthermore, all this leads to less overconsumption.

There are especially three subjects that are important for us when it comes to a more sustainable fashion industry:

- Slowness
- Less overproduction, less overconsumption.
- Quality.

We strive to use sustainable sourced fabrics as much as possible, meaning that all cotton in our essential program is organically sourced and GOTS certified. Our goal is also to expand the use of other sustainable fabrics, such as tencel and linen.

If we fail to find a sustainable alternative in the wanted quality, we will always choose a high quality material. This because we believe that a product that lasts a long time at all times is the most sustainable choice.

Contact

sur le chemin
Lille Kirkestræde 3,
1072 Copenhagen C.
Denmark

Head of design
Kjetil Aas
ka@sur-le-chemin.com
+45 29124492

www.sur-le-chemin.com