we make. Our choices influence our lives today as well as tomorrow.

Change Yourself is ethical fashion with a message, based on certified organic

With your head. With your thoughts.

With your body. With your feelings.

I am right here right now

Wouldn't it be good to be

Enjoy the moment!

A smile always emphasizes three things: I have lived, I am living, and I want to live.

life affirming. The French philosopher Michel Serres has said that people who age unat

A smile is disarming. You can go through most of a day without speaking to other people but

feel that life has turned its back on us. A smile

worse. You could be dead. A smile is what always makes us turn towards life, even when we

seek, but gives, shares. A smile is generous.

A smile is something happy, as well as something serious. It is a love missile that does not

fear. The false smile lacks respect.

can seem frightening, because it pokes fun at life. No one knows that better than best-selling

assumed, like the Joker's smile in the Batman comics and films – pasted on. A false smile

false smiles exist. But such smiles are not really smiles, but rather

No less than life.

A smile can cross continents and time. It can overcome ugly ideologies, whether they are

It is said that a smile knows no boundaries, that it is universal.

A smile for you

Who are you? What kind of life do you want to live? Are you here?

certain questions never go out of style:

This journey never ends, as you and I and everyone else changes all the time. That is why

to where you are, if you are never present, it is difficult to care for yourself and impossible to

with life as a lasting attempt to become better at living, meaning knowing yourself. It is never

is happening here and now.

Knowing your place is to know your own history as well as the history that surrounds you:

spiritual, because in order to gain self-awareness, the individual must necessarily take his

approach to the life around them.

"Know thyself" is one of Greek philosophy's best know aphorisms. This aphorism, or saying

philosophy tried to turn people inward in a friendly confrontation with themselves and their

I am right here right now

To the extent that I want to change myself in order to – perhaps – change the world, I must

simply: I want to save the Earth, not because I fear its demise, but because I love it.

and loving, that approach will also affect my thoughts and feelings. It can be expressed

behaviour, but only in the short-term. Fear is a repressive solution model. Lasting changes

patriarchal, racial, social or economic. It could also be that you want to create a more har

permanent. To something that I can help influence or cultivate. This type of cultivation requires

Everyone is a mutable process without reference to a given essence but to something per

through your actions. You can lead by example. Meet the world with kindness.

moralize. No one has lucrative access to the truth or goodness. But you can inspire others

certain people have another approach or relationship to the world. By that I am saying nothing

world. However, that does not mean that we should be resigned. On the contrary. The

On the surface, it is both liberating and sad to hear that perhaps we cannot change the

"If you can't change the world. Change yourself," sings the English post-punk band

Johnny Nielsen. They are close friends and artists.

Change Yourself – if you are looking for an alternative to traditionally produced textiles often fabricated without

fast fashion, that only lasts a season.

Change Yourself – if nature and the respect for other people are essential to you.

– if you worry about our future and the world that we leave to our children and grandchildren.

Change Yourself is not only about selling clothes. It is also about changing people's mindset

is inspiring the world soon!