


humilitu

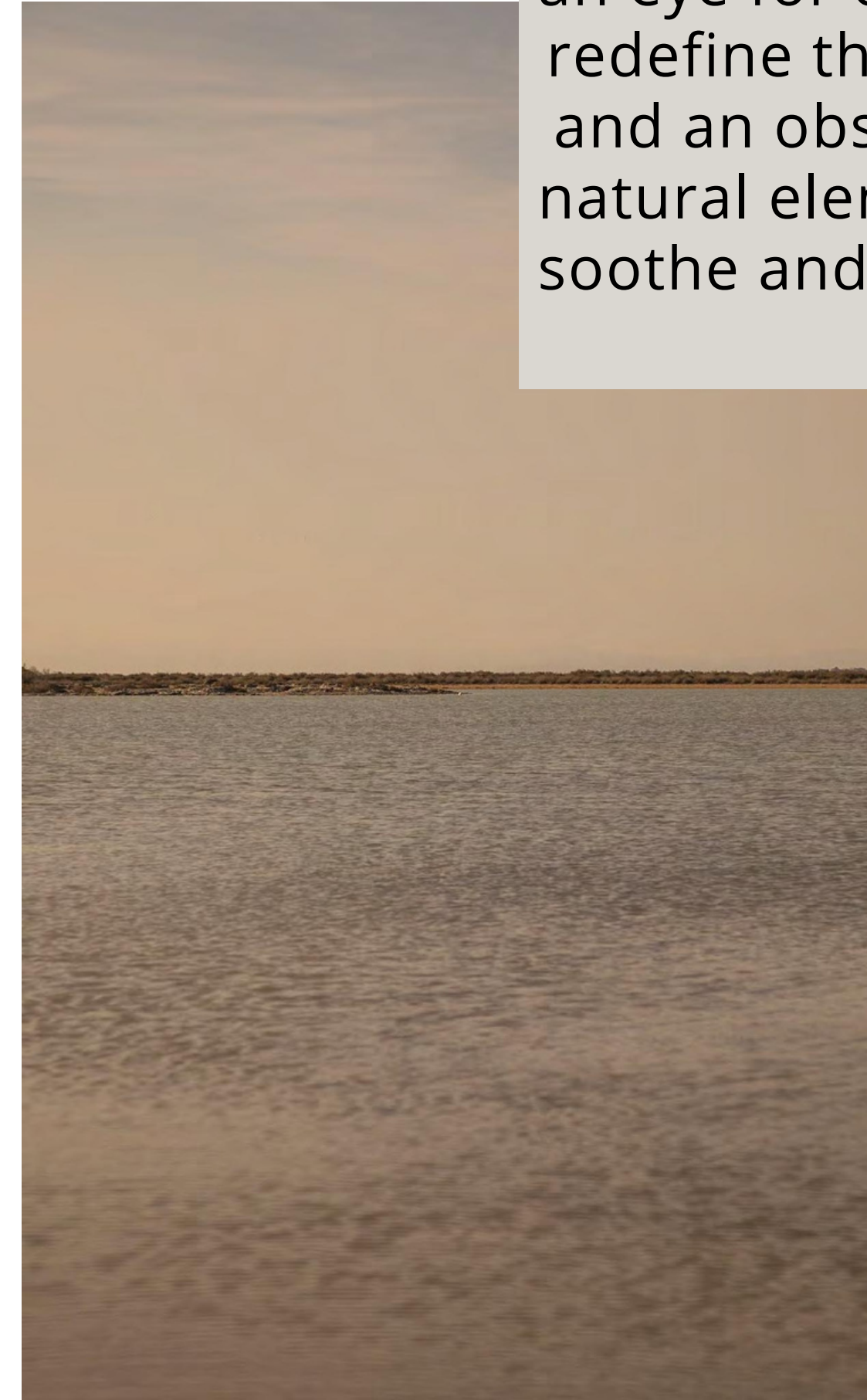
BRAND
PLATFORM



What inspires us and where we're from.

Inspirations

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Back to basics: a passion for fine natural materials, an eye for contours that redefine the silhouette, and an obsession with natural elements that soothe and replenish.

Returning to our roots

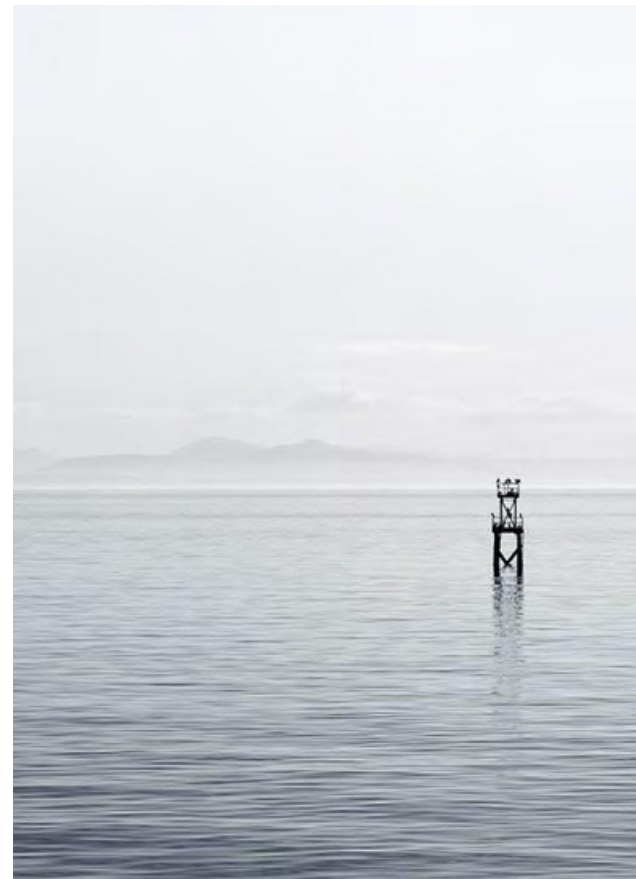
Unencumbered by the excesses and restrictions of the fashion world, creativity finds full expression in the reinvention of shapes and lines.



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An oasis of freedom

Contemplative nature



Calm, soothing, and replenishing. Nature inspires us because it allows us to think.

Its immensity demands humility.

It restores peace of mind through simplicity and authenticity; it's a breath of fresh air that rejuvenates the senses and refocuses the mind.



The art of Japanese workwear has its roots in a functional approach to clothing. Japanese philosophy celebrates utility combined with aesthetic temperance.

The style's grammar is characterised by crisp materials, halftones, and subtle details —all with a humble, poetic approach.

Functionality



"Something without which an entity ceases to exist!" clean, balanced lines, the simplicity of beautiful objects, purity without pretence...

We draw our inspiration from the very essence of materials, style, and lines to create an essential wardrobe, one free of superficial frills.


Essentiality

Temporality

As a world frozen in time, our relationship with the latter revolves around slow living.

This attitude to time, which allows us to relish it and to be fully aware of it, inspires us to create timeless fashion that is free of the restrictions of trends and eras.





The way we express ourselves and are
identifiable.

Expressions



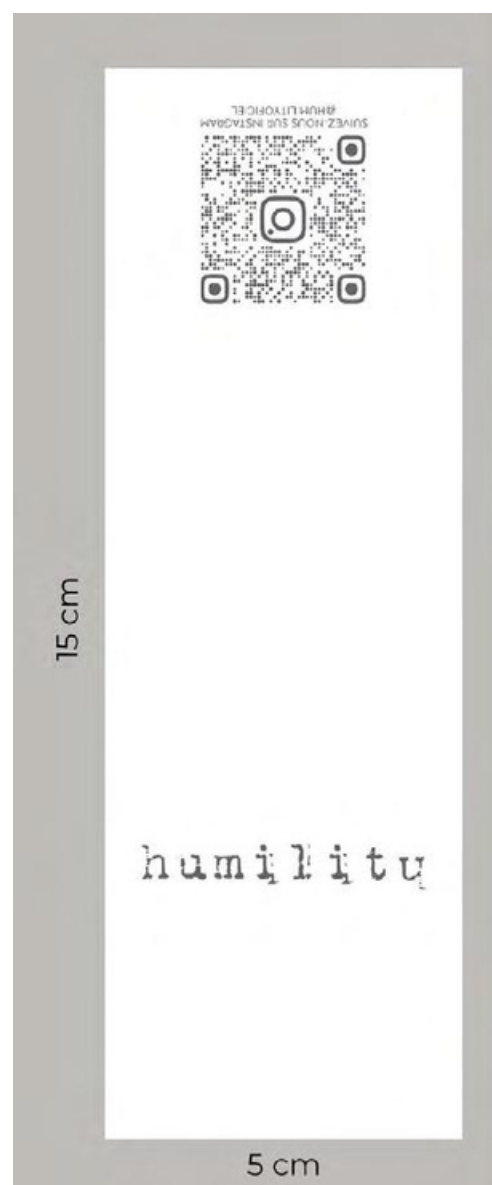
Our graphic identity

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Humility's distinctive visual style lies in the balance between purity of line and warmth of texture.

This tangible quality is a major feature of the brand's language, allowing it to express both depth and variety while remaining simple and understated.

Humility is all about stimulating the senses, and texture adds warmth to an otherwise minimalist vocabulary.





Our signature products

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From the unmistakable cut of the Riu trousers to the workwear-inspired apron dress, from the cosy bouclé knit jumper to the delicately distinctive dual-fabric dress, our signature products are endowed with an outward simplicity that's built upon intricate lines.

These iconic creations deserve a distinctive name to help them stand out to customers.



Our signature materials

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Bouclé knits bring textured comfort; they're reassuring, warm, and enveloping.

Linen stimulates the senses with its fresh, soft feel that's full of natural character and has an artisanal feel.

Poplin provides a smooth finesse and a subtle sheen; it's light but tough, clean and elegant, and brings structure to the silhouette.

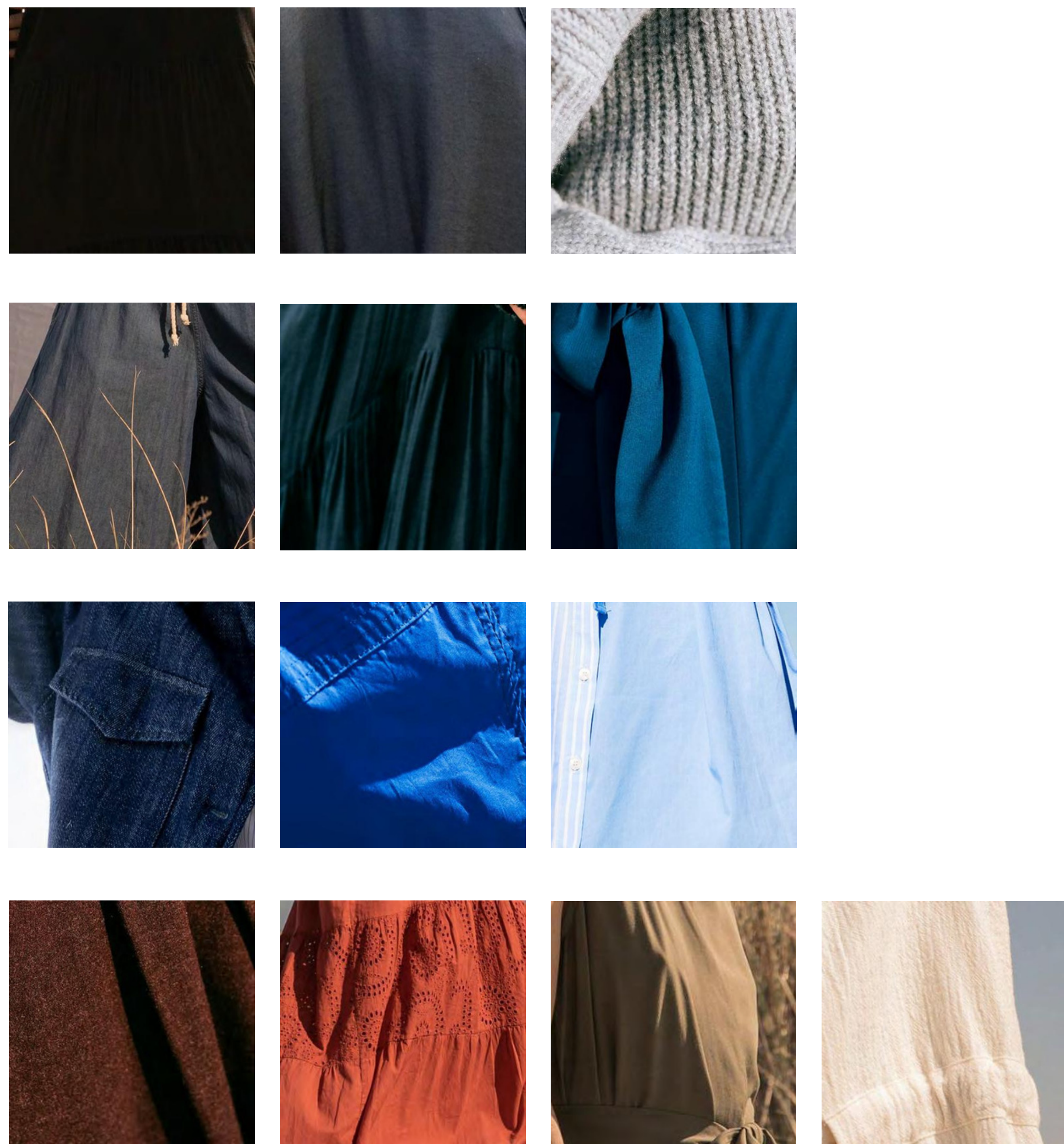




Our signature motifs

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Oversized checks, borrowed from menswear and homewear, provide the style with a cosy feel that invites you to snuggle up.



Our creative vocabulary

Warm colours for strong, structured outfits.

Greys and blacks to highlight the silhouette.

Deep blues to add to the character of bold, easy-to-coordinate items. Greens to round off less assertive outfits.

Pale tones to soften and harmonise your wardrobe...

Half tones and nuance



Our creative principle: Wabi-sabi

Wabi-sabi is based on two interlinked principles: *wabi*, which refers to the completeness and restraint that can be found in nature, and *sabi*, which references the feeling you get when seeing things that have gained a rustic patina as a result of the passage of time or the work of human beings. The *wabi-sabi* worldview therefore advocates a lifestyle governed by measured temperance, in which we appreciate the impermanence and the beauty of all things humble and incomplete.

For example, pottery is characterised by simplicity of form and neutral tones.

Interiors inspired by *wabi-sabi* are pure and showcase the imperfect beauty of handcrafted objects, where natural colours are preferred over more bold ones. Excess and showiness have no place here.

Balance and harmony

Combining shapes, materials, and colours while avoiding noise or sharp contrasts: our designs form a harmonious whole in which elements fit together without stifling each other.

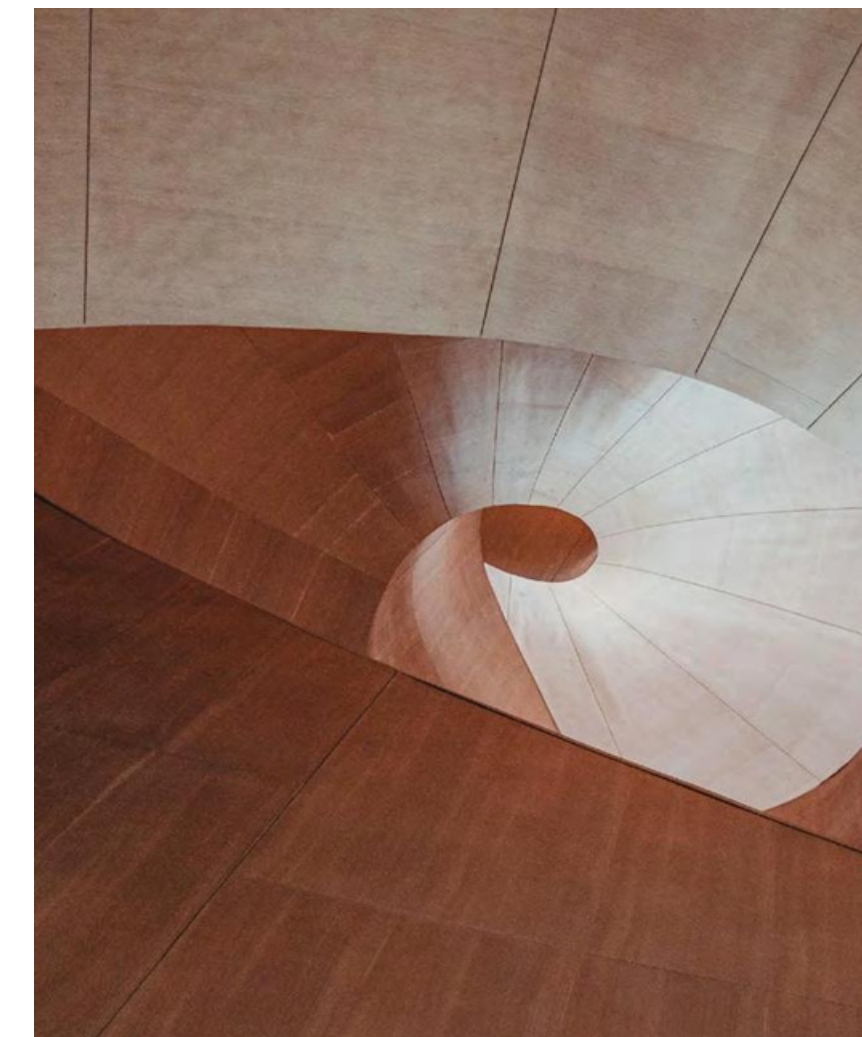


Texture and material



A preference for generous, comforting materials, for cosy or crisp textures; materials add warmth to clean lines.

Structure and simplicity



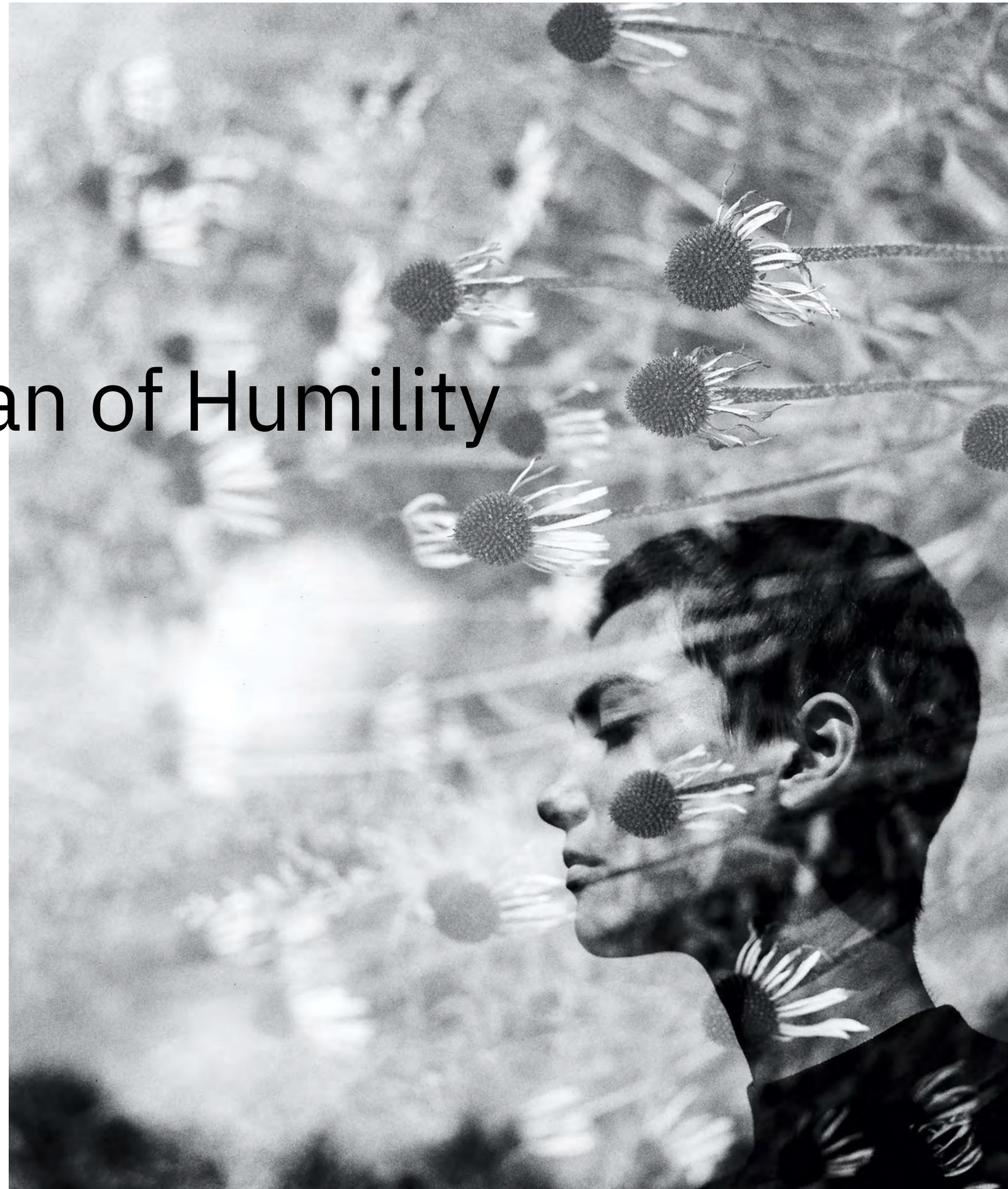
Inspired by beautiful tailoring and the subtle artistry of chunky knitwear, Humility, in its efforts to achieve simplicity, harmony, and purity, takes structure and imbues it with an effortless softness. We create new styles, and our shapes create new lines that transcend the body.

The women who inspire us and the women we're for.

Community



The woman of Humility



The typical woman of Humility is aged between 35 and 45.


A highly educated, highly cultured professional who's not from the city, she's regarded as a straightforward, no-nonsense woman in her home town.

Confident but never a show-off, she prefers creative or even designer brands that have an original approach to fit, while valuing beautiful, high-quality, natural materials.

As a spiritual person, she's interested in the well-being of her body and soul, and appreciates the art of Fengshui and taking the time to replenish her spirit.

She is a deeply empathetic person, with a real passion for people; she supports local businesses because of the authentic relationships they forge with their customers.

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Benefits beyond our products

Differences



Sincerity: promoting continuous improvement by celebrating each bit of progress and outlining what remains to be done.

Timelessness: creating lasting styles that transcend trends and celebrate individuals.

A universal aesthetic: style that resonates across cultures and that captivates with the simplicity of its language.

Who we are and our beliefs

Essence

Golden rules

A brand for
women with no
boundaries when
it comes to age or
body type

Outward simplicity
as a hallmark

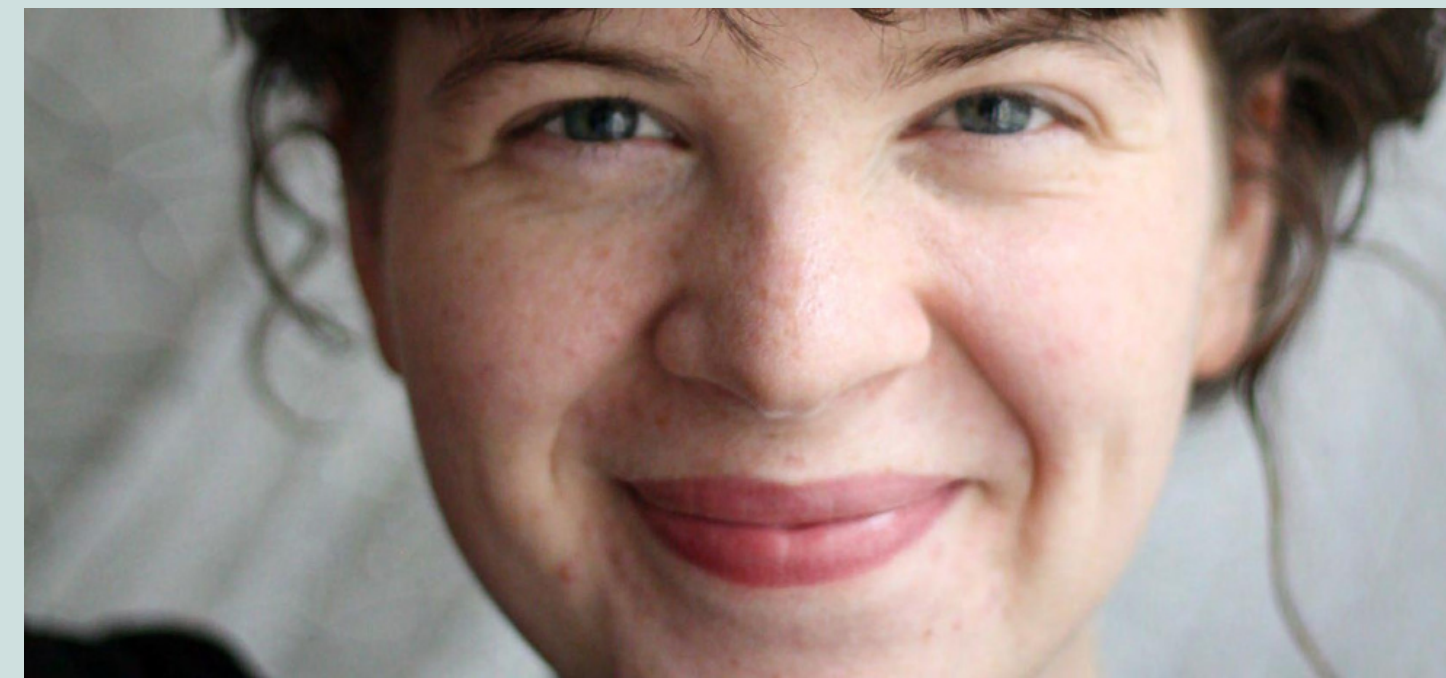
Inspired by the
language of
menswear

Shapes creating
new lines that
extend beyond the
body

Creative freedom
that breaks away
from restrictions
and allows
individual
expression

Personality

Inspiring, original, and non-formal, Humility is driven by a desire to
Creative promote individual expression through creative freedom, with a view to
providing a fresh perspective on the self.



Empathetic

Comforting, kind, caring, and warm, Humility is motivated by a desire to improve well-being and self-esteem.



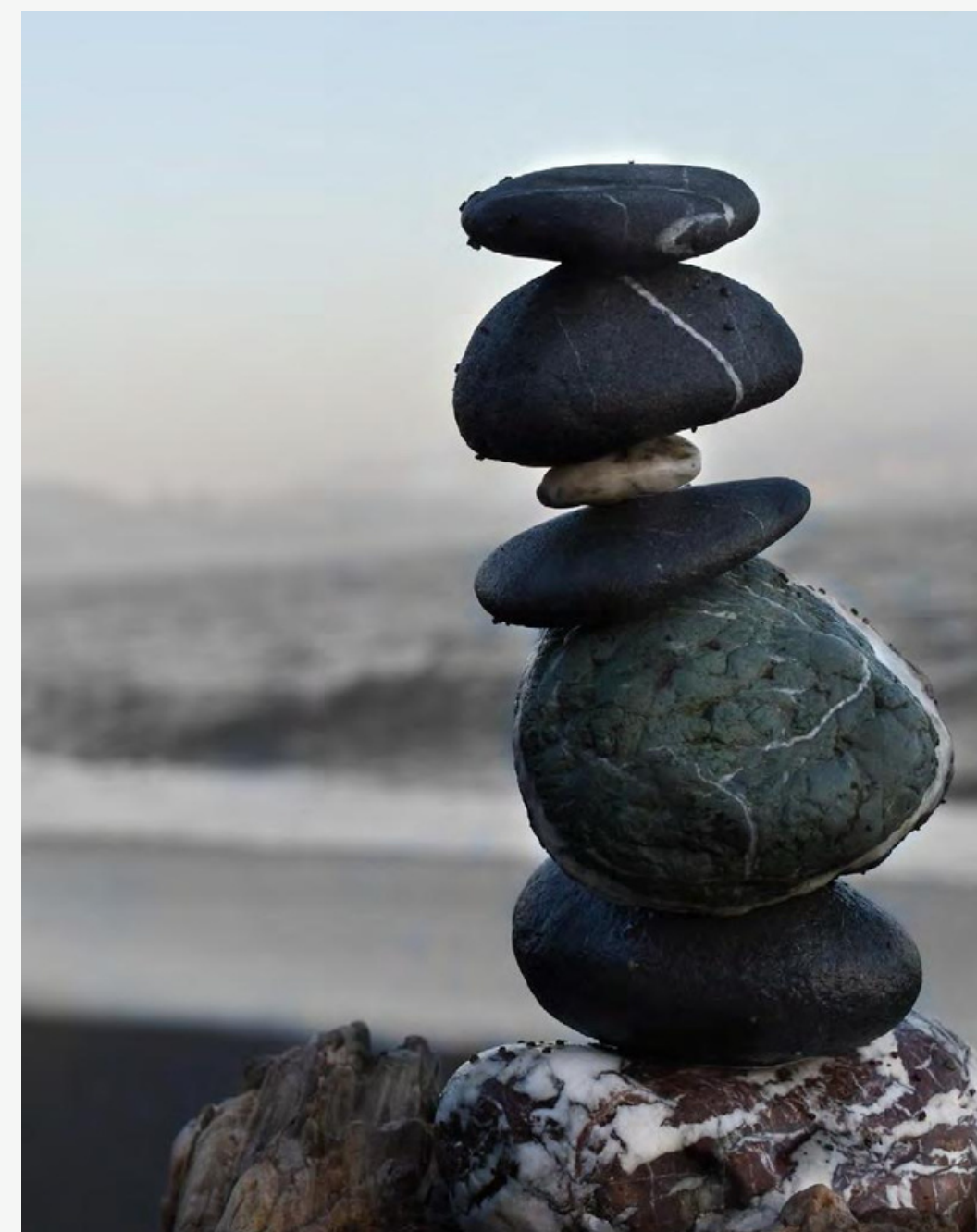
Humble

Honest, cultured, unpretentious, and conscious of its limits, Humility is driven by a passion for simplicity and a desire for deeper connection.

WE ARE	WE ARE NOT
Atypical	<i>Strange</i>
Empathetic	<i>Snobby</i>
Down to earth	<i>Showy</i>
Cultured	<i>Brash</i>
Kind	<i>Stern</i>
Free	<i>Closed-minded</i>
Confident	<i>Hung up</i>
Responsible	<i>Insignificant</i>

Personality

Values



Harmony

From stylistic poise to spiritual and physical balance, Humility is built on harmony, which brings with it a sense of tranquility and serenity.



Authenticity

Self-esteem and self-respect; Humility's quest to bring about self-fulfilment and find truth encourages individual expression that empowers people to be at one with themselves.



Life energy

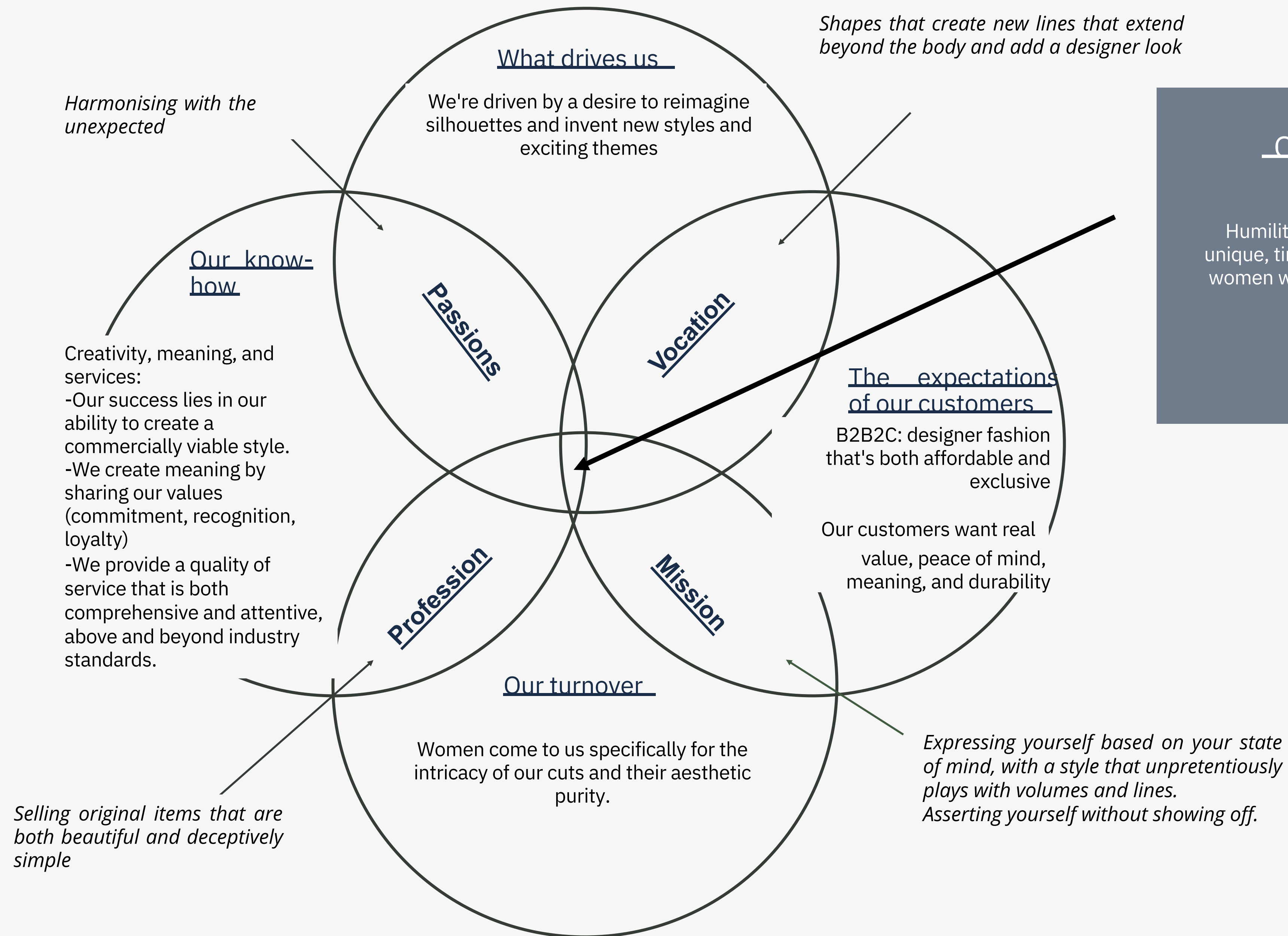
From the sheer power of the elements to inner strength, Humility is far from bawdy — it's a vibrant, emancipating energy.

“To gain freedom is to gain simplicity” Juan Miro.

We believe that purity calms the spirit and liberates stylistic expression.

Beliefs

ikigai



Our raison d'être

Humility is all about creating a unique, timeless look that provides women with spiritual and physical balance.

Our raison d'être

We exist to create a unique, timeless look that provides women with spiritual and physical balance.

How

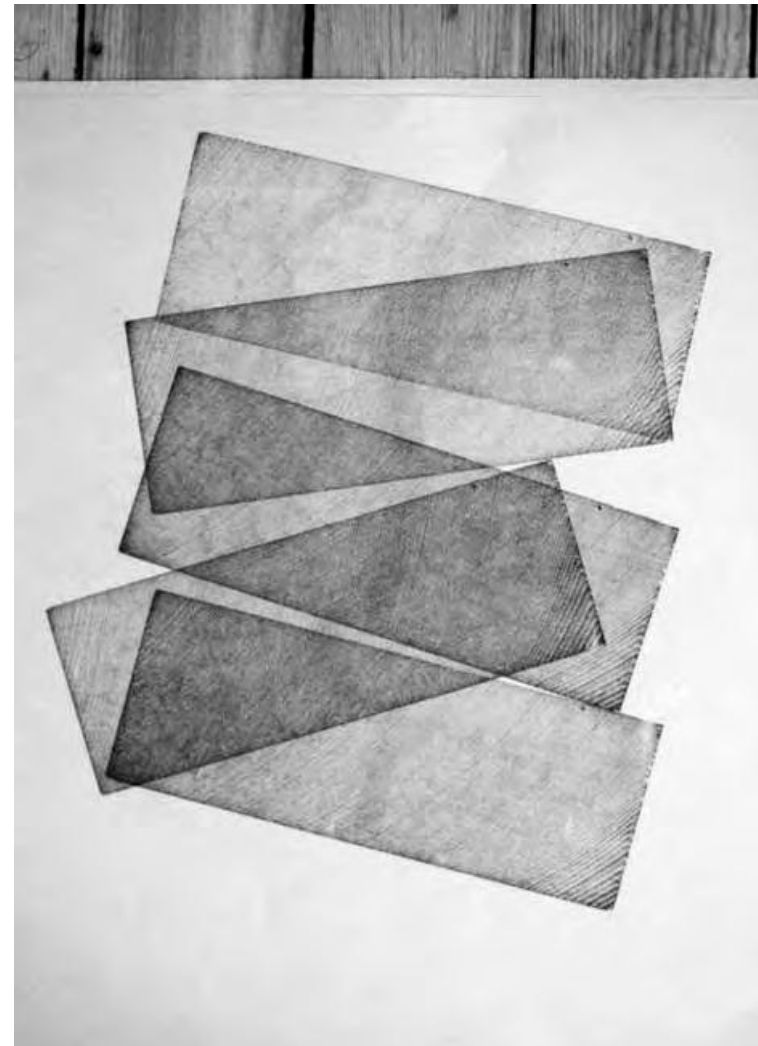
Through unexpected harmony: complex cuts that achieve aesthetic simplicity, innovative combinations of materials, and textures that are both generous and understated.

What

We design creative, wearable fashion of the highest quality that subtly makes a statement.

The experience provided at all our points of sale
(stands, shop-in-shop, etc.)

Experience



Think

Reflection is essential

Humility is more than just a brand, it's a lifestyle philosophy that connects the dots between introspection and community, between the inner self and the external image.

Humility's cerebral qualities invite you to travel inward and discover who you really are.

Senses

Appealing to one or more senses

Pure lines draw the eye, inviting every detail to be noticed, while textures appeal to the touch with their embracing warmth.

The interplay of crisp, soft, flowing, and rough materials plays like a melody.

Scents should be simple, honest, and captivating —reminiscent of nature (wood, fig, or sea air...) —taking the senses on a journey inward.

Relate

Forging bonds and connecting

The women of Humility all share the same desire for the authenticity of being oneself and standing out, for the pleasure of expressing oneself without seeking attention at any expense, and for the special things in life that are shared by word of mouth.

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Thank you

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h u m i l i t y

Humility wordt in Nederland vertegenwoordigd namens Prêt à Porter Nederland bv door Maikel Horn Modeagenturen

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The purpose of this document is to define the
brand's strategic purview and to provide multi-
disciplinary teams and partners with inspiration.