

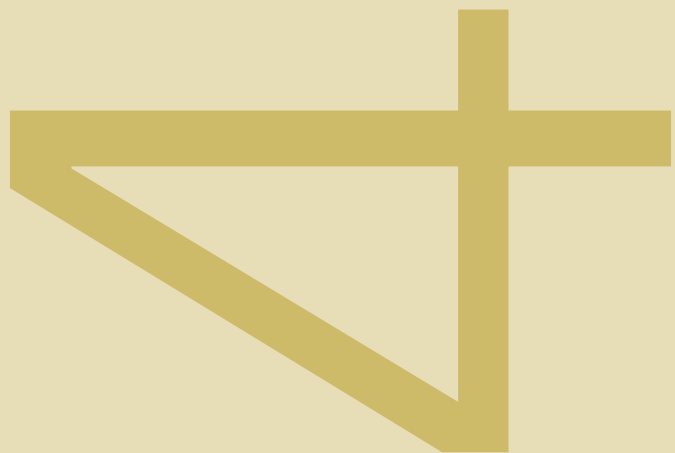
petit

is

here



lookbook



♥ this is petit  
mindfully made essentials

100% merino wool  
mulesing free, naturally

100% cotton  
organic, naturally

designed & knitted in denmark  
cut by hand & made with love  
produced in poland

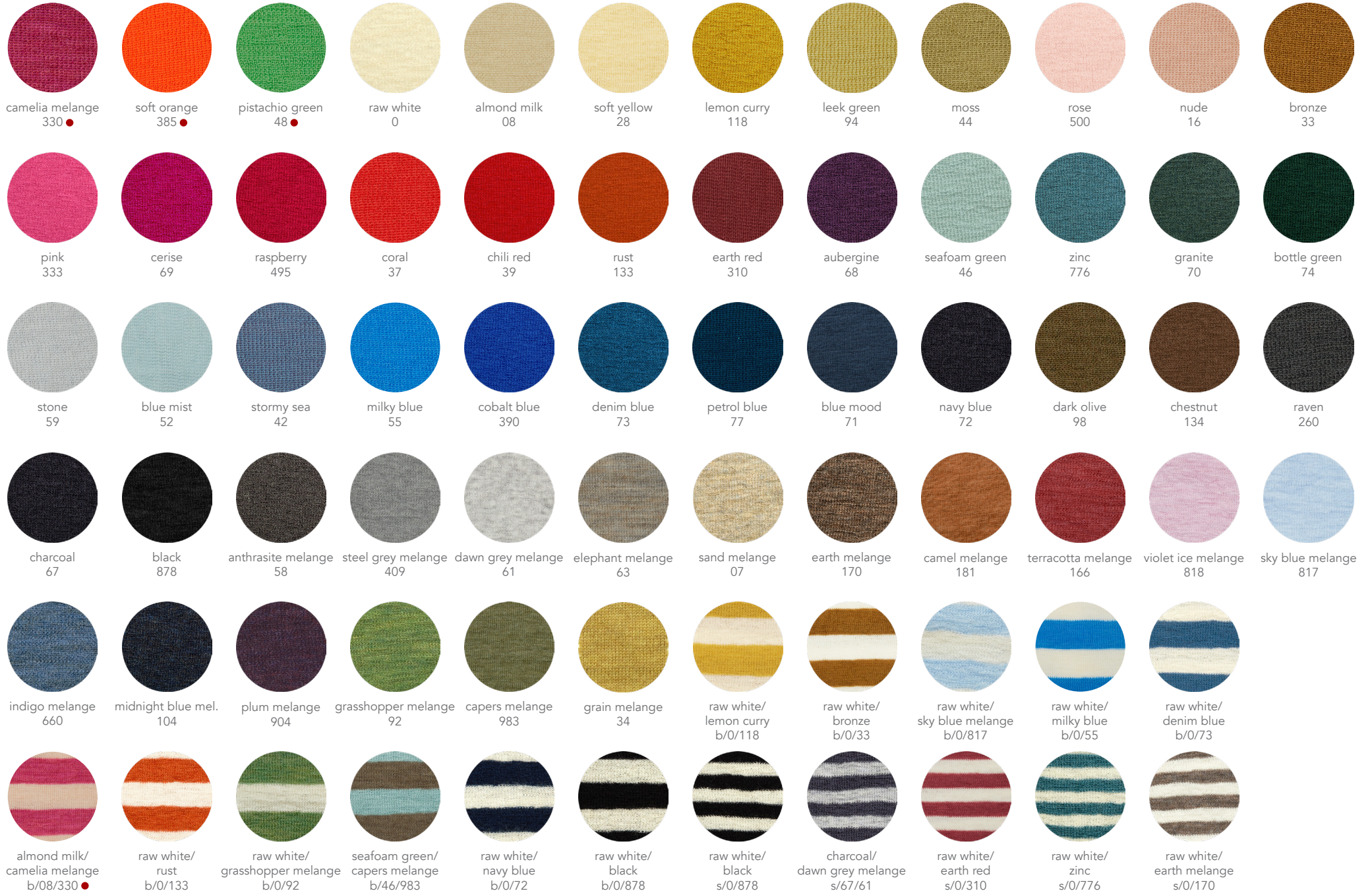
mix & match  
your own collection  
everything is  
made to order

shop online 24/7  
buy only what you need  
when you need it  
no minimum

that's ... easy to love



# baby · merino wool





# baby · merino wool



101001  
helmet  
52/56 · 62/68



101002  
knot hat  
52/56 · 62/68 · 74/80 · 86/92



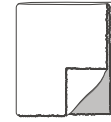
101003  
bootie  
52/56 · 62/68



101004  
mittens  
52/56 · 62/68



101010  
balaclava  
52/56 · 62/68 · 74/80 · 86



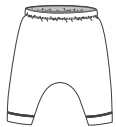
101012  
baby blanket  
one size



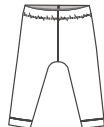
101014 ●  
patch & repair kit  
3 colour combinations



102008 ●  
spencer w/ pocket  
52/56 · 62/68 · 74/80 · 86



103002  
pants  
52/56 · 62/68 · 74/80 · 86



103003  
leggings  
52/56 · 62/68 · 74/80 · 86



104001  
shirt r-neck l/s  
52/56 · 62/68 · 74/80 · 86



104002  
ruffle neck shirt l/s  
52/56 · 62/68 · 74/80 · 86



105001  
skirt  
52/56 · 62/68 · 74/80 · 86



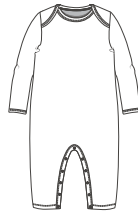
107001  
tunic dress  
52/56 · 62/68 · 74/80 · 86



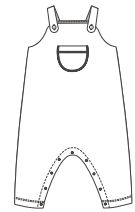
106001  
body l/s  
52/56 · 62/68 · 74/80 · 86



106002  
body  
52/56 · 62/68



106003  
suit l/s  
52/56 · 62/68 · 74/80 · 86



106005 ●  
boxy overalls  
52/56 · 62/68 · 74/80 · 86



108001  
cardigan r-neck  
52/56 · 62/68 · 74/80 · 86

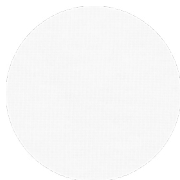


108004  
cardigan v-neck  
52/56 · 62/68 · 74/80 · 86



108005 ●  
kimono cardigan  
52/56 · 62/68 · 74/80 · 86

# baby · organic cotton



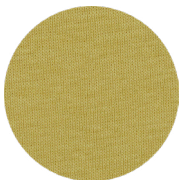
white  
01



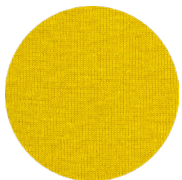
light khaki  
11 ●



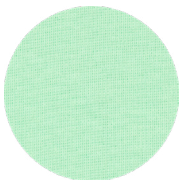
capers  
1983



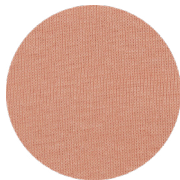
leek green  
94



lemon curry  
118



pastel green  
157



nude  
16



rust  
133



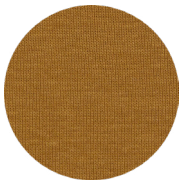
raw white/rust  
b/0/133



raw white/chestnut  
b/0/134



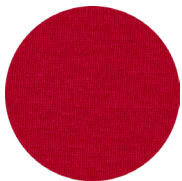
chestnut  
134



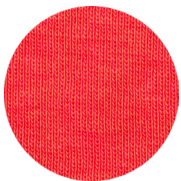
bronze  
33



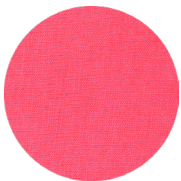
raw white/brick red  
b/0/301



brick red  
301



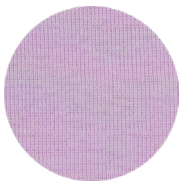
sorbet red  
137



sweet pink  
332



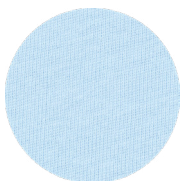
wine  
300



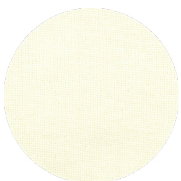
violet ice  
1818



raw white/denim blue  
b/0/73



sky blue  
1817



raw white  
0



dawn grey melange  
61



raw white/charcoal  
b/0/67



charcoal  
67



navy blue  
72



black  
878



raw white/black  
b/0/878



# baby · organic cotton



101302

knot hat

52 · 56 · 62 / 68 · 74 · 80 · 86 / 92



103301

bloomers

52 · 56 · 62 · 68 · 74 · 80 · 86



103302

pants fold-waist

52 · 56 · 62 · 68 · 74 · 80 · 86



104301

shirt r-neck l/s

52 · 56 · 62 · 68 · 74 · 80 · 86



104302

t-shirt r-neck s/s

52 · 56 · 62 · 68 · 74 · 80 · 86



104306

grandad l/s

52 · 56 · 62 · 68 · 74 · 80 · 86



105301

skirt

52 · 56 · 62 · 68 · 74 · 80 · 86



107301

tunic dress

52 · 56 · 62 · 68 · 74 · 80 · 86



106301

body s/s

52 · 56 · 62 · 68 · 74 · 80 · 86



106302

wrap body l/s

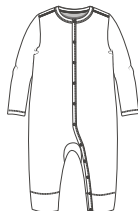
52 · 56 · 62 · 68



106303

grandad body l/s

52 · 56 · 62 · 68 · 74 · 80 · 86



106305

suit l/s fold feet

52 · 56 · 62 · 68 · 74 · 80 · 86



106306

summer suit s/s

52 · 56 · 62 · 68 · 74 · 80 · 86











## about quality

### **merino wool**

mulesing-free, naturally  
every item is cut by hand  
soft & non-itchy  
wash & tumble dry  
designed & knitted in denmark  
produced in our factory in  
poland



### **cotton**

organic, naturally  
combed & less pilling  
1x1 knitted rib – stays in  
shape  
soft & comfortable  
designed & knitted in denmark  
produced in our factory in  
poland



size guide



# we LOVE

quality before quantity  
there's no minimum  
buy only what you need

people & planet  
natural materials, sheep  
having a good life, and  
people being treated  
properly

DESIGNED IN DENMARK  
KNITTED IN DENMARK  
MADE IN POLAND  
ALL ITEMS & TRIMS FROM EUROPE  
ONLY NATURAL MATERIALS

### **made to order**

it's the ethical approach  
we avoid overproduction & reduce waste  
you have the flexibility to mix & match your  
collection so it fits the dna of your shop



easy to love





new favourite

## 360° ethical mindset

from raw materials to finished product

- we choose partners from an ethical and environmental perspective
- we control the production process & take care of our employees and the environment

in everything we do, we strive to find the best possible solution – no shortcuts: we want everything to be done properly, keeping people and the planet as our focus



## REDUCE WASTE

we cut our wool by hand, reusing patterns repeatedly the cut-offs are either used for smaller styles or unravelled at a nearby factory and reused ... we do not want anything to go to waste

order online on [b2b.bybasics.com](https://www.b2b.bybasics.com)



care guide

## HOW TO CARE

### merino wool



use liquid wool detergent without enzymes  
30 degrees with low spin  
tumble dry low heat or dry flat on a towel  
do not hang you knit on a hanger

moths also love merino wool to keep them away: use lavender or cedar wood near your clothes

pilling will occur naturally with wear  
can easily be removed with a pilling comb or fabric shaver

### cotton



use liquid detergent, without bleach

### for both

turn clothes inside out when wash  
do not soak  
wash with similar colours

we always recommend air drying



more air  
less wash



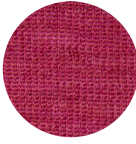

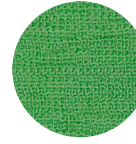




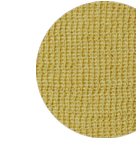
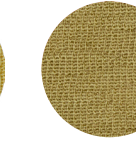

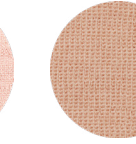
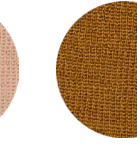




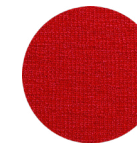

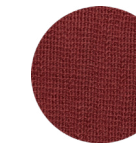

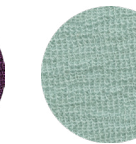
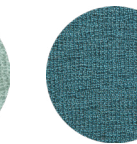
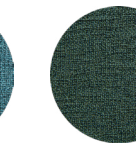
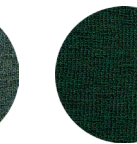

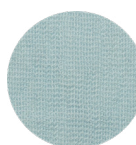
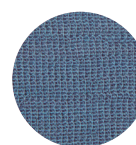
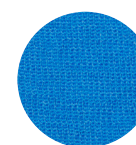

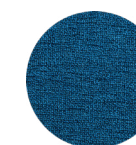
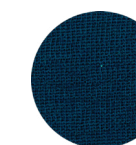


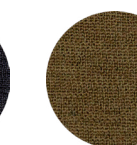












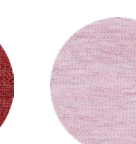




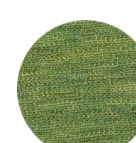
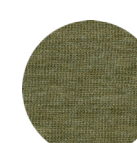



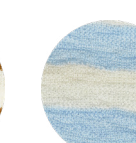








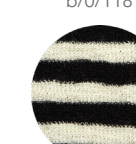
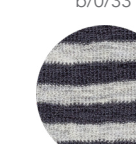



patch kit

## repair

on each care label on our merino wool styles, you'll find a yarn wimple so you can easily repair your favourites & continue to love your merino wool



# kids · merino wool

 camelia melange 330 ●	 soft orange 385 ●	 pistachio green 48 ●	 raw white 0	 almond milk 08	 soft yellow 28	 lemon curry 118	 leek green 94	 moss 44	 rose 500	 nude 16	 bronze 33
 pink 333	 cerise 69	 raspberry 495	 coral 37	 chili red 39	 rust 133	 earth red 310	 aubergine 68	 seafoam green 46	 zinc 776	 granite 70	 bottle green 74
 stone 59	 blue mist 52	 stormy sea 42	 milky blue 55	 cobalt blue 390	 denim blue 73	 petrol blue 77	 blue mood 71	 navy blue 72	 dark olive 98	 chestnut 134	 raven 260
 charcoal 67	 black 878	 anthrasite melange 58	 steel grey melange 409	 dawn grey melange 61	 elephant melange 63	 sand melange 07	 earth melange 170	 camel melange 181	 terracotta melange 166	 violet ice melange 818	 sky blue melange 817
 indigo melange 660	 midnight blue mel. 104	 plum melange 904	 grasshopper melange 92	 capers melange 983	 grain melange 34	 raw white/ lemon curry b/0/118	 raw white/ bronze b/0/33	 raw white/ sky blue melange b/0/817	 raw white/ milky blue b/0/55	 raw white/ denim blue b/0/73	
 almond milk/ camelia melange b/08/330 ●	 raw white/ rust b/0/133	 raw white/ grasshopper melange b/0/92	 seafoam green/ capers melange b/46/983	 raw white/ navy blue b/0/72	 raw white/ black b/0/878	 raw white/ black s/0/878	 charcoal/ dawn grey melange s/67/61	 raw white/ earth red s/0/310	 raw white/ zinc s/0/776	 raw white/ earth melange s/0/170	



# kids · merino wool



101005

beanie

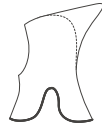
86/92 · 98/104  
110/116 · 122/128



101006

balaclava

86/92 · 98/104  
110/116 · 122/128



101007

pointy balaclava

86/92 · 98/104  
110/116 · 122/128



101008

neckwarmer

86/92 · 98/104  
110/116 · 122/128



101011

neckwarmer · oversize

86/92 · 98/104  
110/116 · 122/128



101013 ●

wrist warmer

86/92 · 98/104  
110/116 · 122/128



101015 ●

beret

86/92 · 98/104  
110/116 · 122/128



102003

slipover v-neck

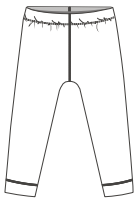
92 · 98 · 104 · 110  
116 · 122 · 128



102004

slipover r-neck

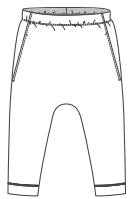
92 · 98 · 104 · 110  
116 · 122 · 128



103004

leggings

92 · 98 · 104 · 110  
116 · 122 · 128



103005

pants

92 · 98 · 104 · 110  
116 · 122 · 128



103006

pants wide leg

92 · 98 · 104 · 110  
116 · 122 · 128



105002

skirt

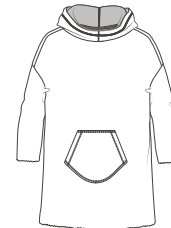
92 · 98 · 104 · 110  
116 · 122 · 128



105003 ●

skirt w/ width

92 · 98 · 104 · 110  
116 · 122 · 128



107002

hooded dress

92 · 98 · 104 · 110  
116 · 122 · 128



107003

dress l/s

92 · 98 · 104 · 110  
116 · 122 · 128



102005 ●

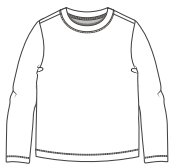
spencer

92 · 98 · 104 · 110  
116 · 122 · 128



101014 ●

patch & repair kit  
3 colour combinations



104003

shirt r-neck l/s

92 · 98 · 104 · 110  
116 · 122 · 128



104005

t-shirt r-neck s/s

92 · 98 · 104 · 110  
116 · 122 · 128



104006

hooded shirt

92 · 98 · 104 · 110  
116 · 122 · 128



104007

shirt v-neck l/s

92 · 98 · 104 · 110  
116 · 122 · 128



104008

ruffle neckshirt l/s

92 · 98 · 104 · 110  
116 · 122 · 128



104009

shirt puff l/s

92 · 98 · 104 · 110  
116 · 122 · 128



104012 ●

polo l/s

92 · 98 · 104 · 110  
116 · 122 · 128



108002

cardigan v-neck

92 · 98 · 104 · 110  
116 · 122 · 128

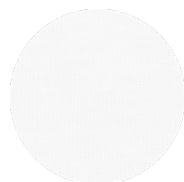


108003

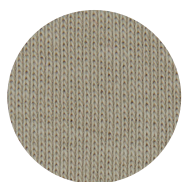
cardigan r-neck

92 · 98 · 104 · 110  
116 · 122 · 128

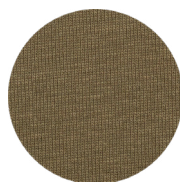
# kids · organic cotton



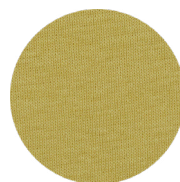
white  
01



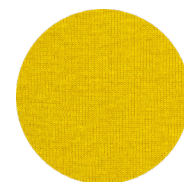
light khaki  
11 ●



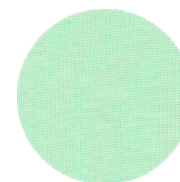
capers  
1983



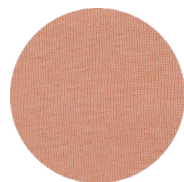
leek green  
94



lemon curry  
118



pastel green  
157



nude  
16



rust  
133



raw white/rust  
b/0/133



raw white/chestnut  
b/0/134



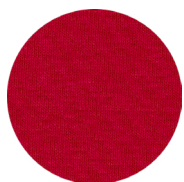
chestnut  
134



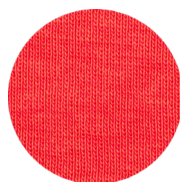
bronze  
33



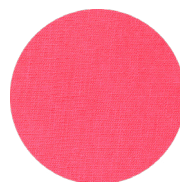
raw white/brick red  
b/0/301



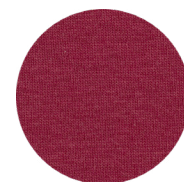
brick red  
301



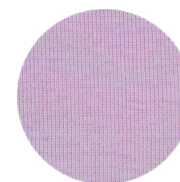
sorbet red  
137



sweet pink  
332



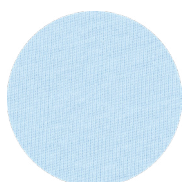
wine  
300



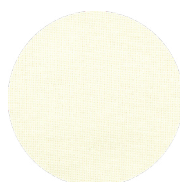
violet ice  
1818



raw white/denim blue  
b/0/73



sky blue  
1817



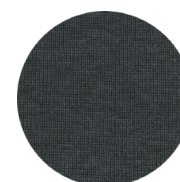
raw white  
0



dawn grey melange  
61



raw white/charcoal  
b/0/67



charcoal  
67



navy blue  
72



black  
878



raw white/black  
b/0/878

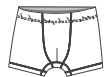


# kids · organic cotton



103309

bermuda shorts  
92 · 98 · 104 · 110  
116 · 122 · 128



103311

boxers/trunks  
92 · 98 · 104 · 110  
116 · 122 · 128



103306

culotte pants  
92 · 98 · 104 · 110  
116 · 122 · 128



103310

shorts  
92 · 98 · 104 · 110  
116 · 122 · 128



107302

tunic dress  
92 · 98 · 104 · 110  
116 · 122 · 128



107303

dress l/s  
92 · 98 · 104 · 110  
116 · 122 · 128



103312

boxers/hipsters  
92 · 98 · 104 · 110  
116 · 122 · 128



102303

tank top  
92 · 98 · 104 · 110  
116 · 122 · 128



104305

t-shirt r-neck s/s  
92 · 98 · 104 · 110  
116 · 122 · 128



104303

shirt r-neck l/s  
92 · 98 · 104 · 110  
116 · 122 · 128



104307

grandad l/s  
92 · 98 · 104 · 110  
116 · 122 · 128



104308 ●

shirt w/ roll neck l/s  
92 · 98 · 104 · 110  
116 · 122 · 128



103305

pants  
92 · 98 · 104 · 110  
116 · 122 · 128



joy joy  
joy

joy





joy  
comes  
in

many ways







smile

smile  
smile

smile







functional  
funky

fantastic









mix & match  
any style  
any colour

it's all up to  
**you!**







explainer video

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