

petit

is here

hi!

petit by basics is mindfully made essentials for your little one

we craft whimsy, cute, and cool baby & kidswear
natural materials, knitted in denmark and produced in our own factory in poland

100% merino wool
mulesing-free, naturally

100% cotton
organic, naturally

all styles are cut by hand & made with love

easy to wear · easy to love · easy to re-love

today for a better tomorrow

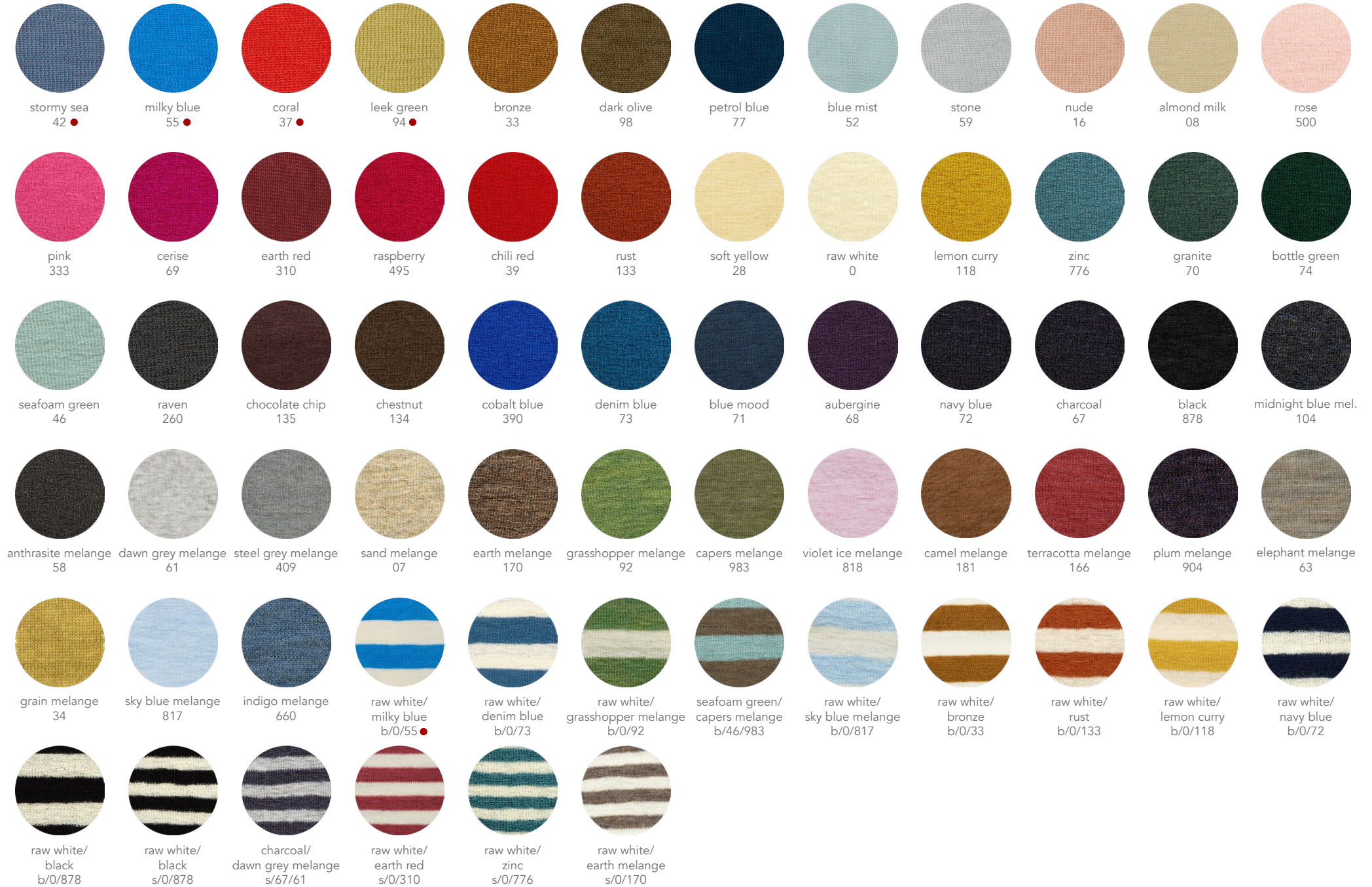




i'm soooooo

excited

baby · merino wool



baby · merino wool



alfie
101001
helmet
52/56 · 62/68



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



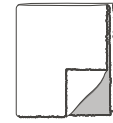
milo
101003
footie
52/56 · 62/68



matti
101004
mittens
52/56 · 62/68



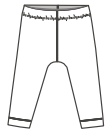
juno
101010
balaclava
52/56 · 62/68 · 74/80 · 86



loui
101012
baby blanket
one size



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



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



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



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



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



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



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



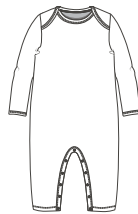
theo
108004
cardigan v-neck
52/56 · 62/68 · 74/80 · 86



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

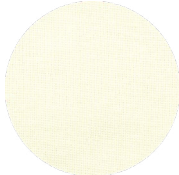


sigge
106002
body
52/56 · 62/68

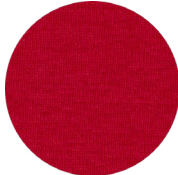


dara
106003
suit l/s
52/56 · 62/68 · 74/80 · 86

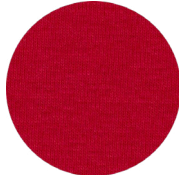
baby · organic cotton



raw white
0



raw white/brick red
b/0/301



brick red
301



sorbet red
137



sweet pink
332



wine
300



nude
16



rust
133



raw white/rust
b/0/133



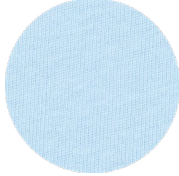
raw white/chestnut
b/0/134



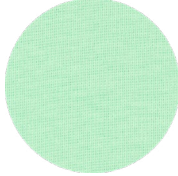
chestnut
134



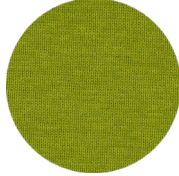
bronze
33



sky blue
1817



pastel green
157



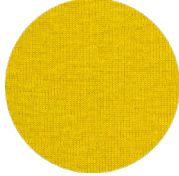
avocado
75



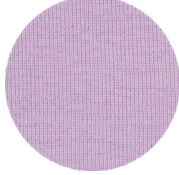
capers
1983



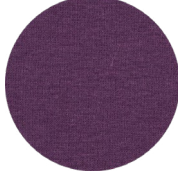
leek green
94



lemon curry
118



violet ice
1818



aubergine
68



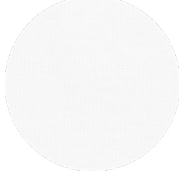
navy blue
72



raw white/denim blue
b/0/73



dawn grey melange
61



white
01



charcoal
67



raw white/charcoal
b/0/67



raw white/black
b/0/878



black
878

baby · organic cotton



madi
101302

knot hat

52·56·62·68·74·80·86/92



cali
103301

bloomers

52·56·62·68·74·80·86



jodi
103302

pants fold-waist

52·56·62·68·74·80·86



levi
104301

shirt r-neck l/s

52·56·62·68·74·80·86



issa
104302

t-shirt r-neck s/s

52·56·62·68·74·80·86



wally
104306

granddad l/s

52·56·62·68·74·80·86



karla
105301

skirt

52·56·62·68·74·80·86



laura
107301

tunic dress

52·56·62·68·74·80·86



sol
106301

body s/s

52·56·62·68·74·80·86



cilla
106302

wrap body l/s

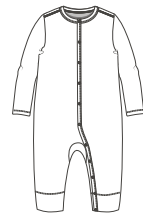
52·56·62·68



elias
106303

granddad body l/s

52·56·62·68·74·80·86



aidan
106305

suit l/s fold feet

52·56·62·68·74·80·86



ayo
106306

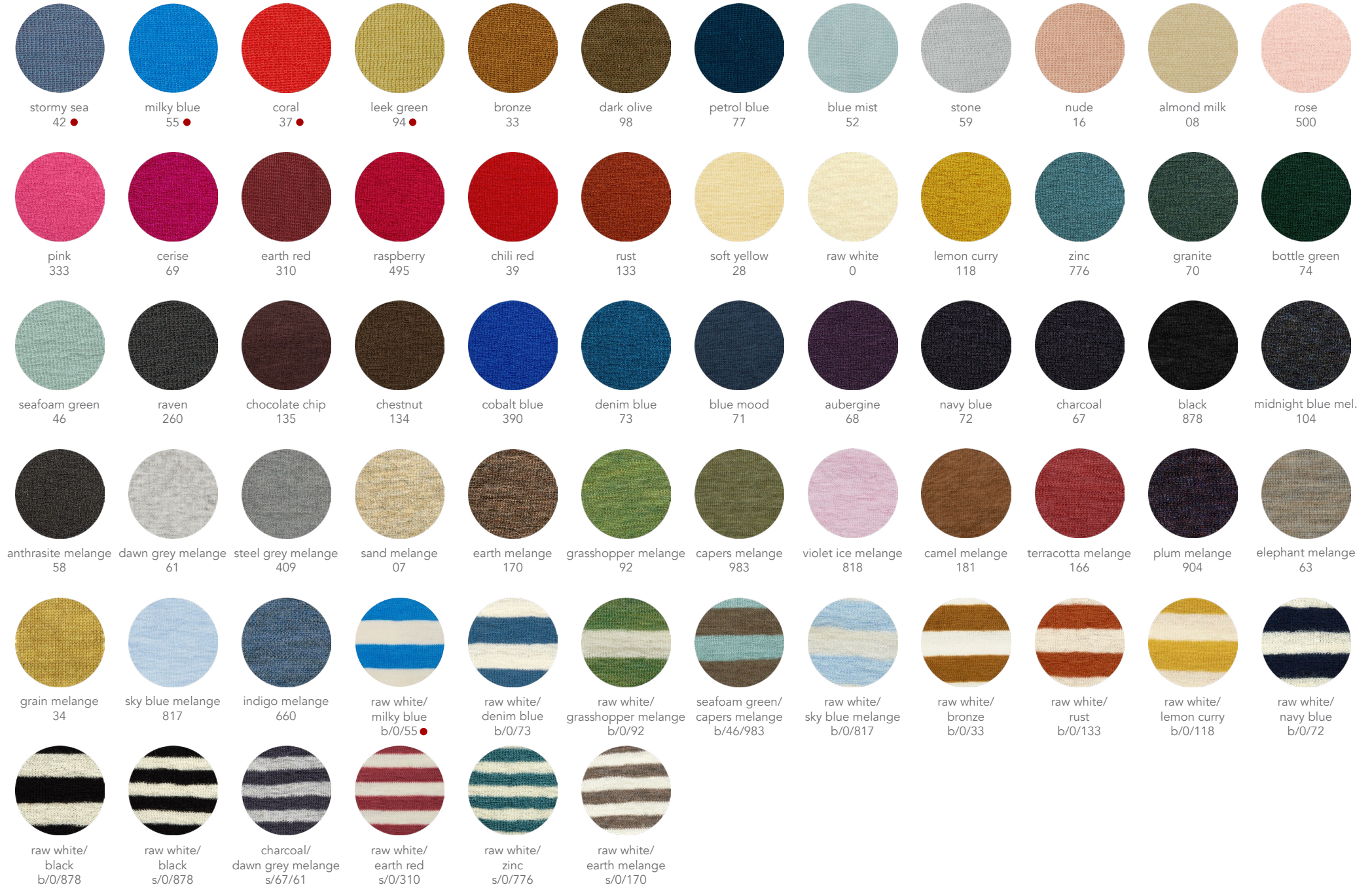
summer suit s/s

52·56·62·68·74·80·86





kids · merino wool



kids · merino wool



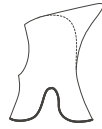
sam
101005

beanie
86/92 · 98/104
110/116 · 122/128



zia
101006 ●

balaclava
86/92 · 98/104
110/116 · 122/128



agne
101007 ●

pointy balaclava
86/92 · 98/104
110/116 · 122/128



gerd
101008 ●

neckwarmer
86/92 · 98/104
110/116 · 122/128



mie
101011 ●

neckwarmer · oversize
86/92 · 98/104
110/116 · 122/128



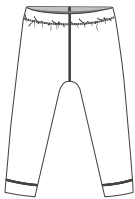
fred
102003

slipover v-neck
92 · 98 · 104 · 110
116 · 122 · 128



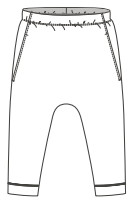
hilde
102004

slipover r-neck
92 · 98 · 104 · 110
116 · 122 · 128



roby
103004

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



kaya
103005

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



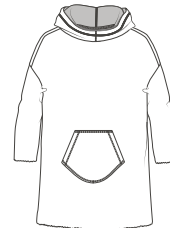
frida
103006

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



selma
105002

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



ava
107002

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



asta
107003

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



viggo
108002

cardigan v-neck
92 · 98 · 104 · 110
116 · 122 · 128



alma
108003

cardigan r-neck
92 · 98 · 104 · 110
116 · 122 · 128



renee
104003

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



noor
104005

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



noah
104006

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



carl
104007

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



emma
104008

ruffle neckshirt l/s
92 · 98 · 104 · 110
116 · 122 · 128

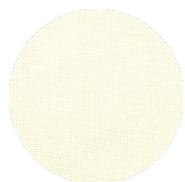


emily
104009

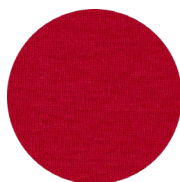
shirt puff l/s
92 · 98 · 104 · 110
116 · 122 · 128

● all styles are now available
in sizes 122 & 128

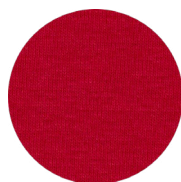
kids · organic cotton



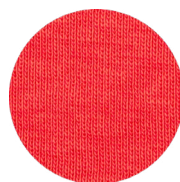
raw white
0



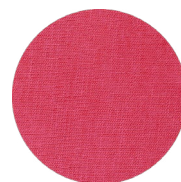
raw white/brick red
b/0/301



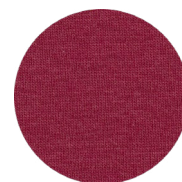
brick red
301



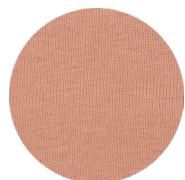
sorbet red
137



sweet pink
332



wine
300



nude
16



rust
133



raw white/rust
b/0/133



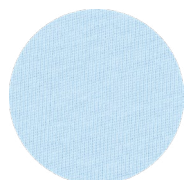
raw white/chestnut
b/0/134



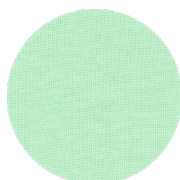
chestnut
134



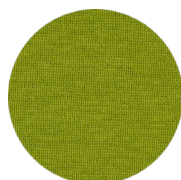
bronze
33



sky blue
1817



pastel green
157



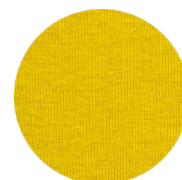
avocado
75



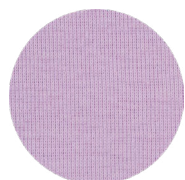
capers
1983



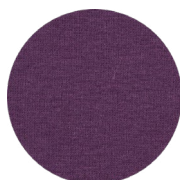
leek green
94



lemon curry
118



violet ice
1818



aubergine
68



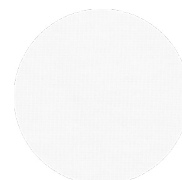
navy blue
72



raw white/denim blue
b/0/73



dawn grey melange
61



white
01



charcoal
67



raw white/charcoal
b/0/67



raw white/black
b/0/878



black
878

kids · organic cotton



oscar
103309

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



willy
103311

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



ella
103306

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



freja
103310

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



sofia
107302

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



nora
107303

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



luna
103312

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



bjork
102303

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



andi
104305

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



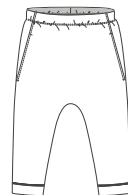
charlie
104303

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



petri
104307

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



kim
103305

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

● all styles are now available
in sizes 122 & 128





thoughtfulness &
f u u u n





we
love
both!



do you sometimes
wonder?



what is
this?





about quality

merino wool

mulesing-free
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



new in this world

any advi

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
WORN ALL OVER THE WORLD

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



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



HOW TO CARE

merino wool



use liquid wool detergent & 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

ce?

REUSE

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

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



**denmark west
greenland & iceland**
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birgitte gandrup
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bg@birgitttegandrup.dk

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us

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#mylittlepetit