

PR
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THE RESTFUL EDIT

DIGITAL TECHNIQUES FOR FASHION
FASHION LOOKBOOK



THE RESTFUL

Fall/Winter 2021 EDIT

Prim. A brand for the ones that choose their own path.

Born from the idea of setting new standards and bringing a modern twist to “proper wear”. This brand delivers high-quality basic garments made to last.

In this collection, Prim brings essential pieces for the fall and winter season with oversized but highly feminine silhouettes. A neutral palette with subtle cool and warm tones reminds of a cold morning with a hot cup of coffee, ready to take on a new day. An overall cozy yet sophisticated and elegant look for every woman.

With high quality being our primary promise, each fabric exemplifies a luxurious delicacy that will keep the body warm and toasty. We bring the softness of cashmere and merino wool in long thick coatings and sweaters.

A collection you always dreamed of.



ABOUT PRIM...

MISSION

We create everyday luxury apparel with the highest attention to detail and superior design for our modern woman.

VISION

To exceed our customers vision of minimal essentials with a contemporary eye, in the highest quality fabrics and exceptional service to our consumers.

PHILOSOPHY

Everyday luxury for your unique personality.



WHO SHE IS



Mia Hart is a young 27 year old editor who loves to express her own view of fashion. She is cultured and takes art, music and architecture as an inspiration for her everyday life. She loves luxury items, not for the effect they have on others, but how it makes her feel about herself.

Hobbies:

She is outgoing and enjoys a good night out, but also appreciates staying in, reading a good book or watching old movies.

Personality:

Being authentic is a big deal to her, she loves making a statement in a classic and elegant way.

OUR CUSTOMER

RESTFUL



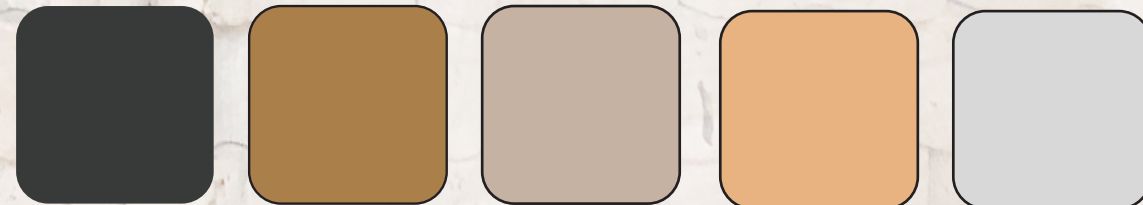
EDIT

ESSENTIALS



The Restful Edit

F/W 21



COLD-WEATHER READY








THE BIG TEDDY
 PM7564
 100% Polyester
 \$298

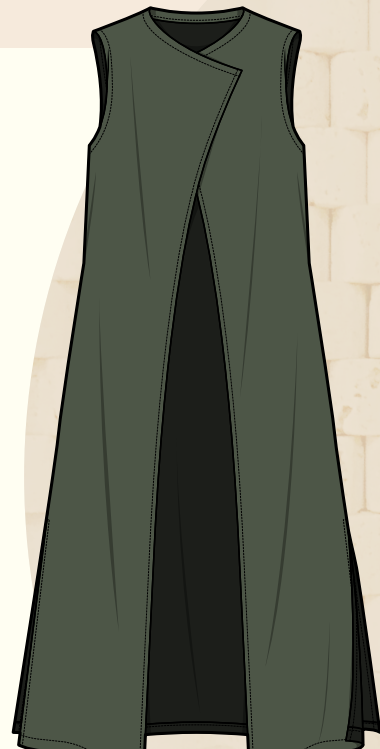




THE OVERCOAT
 PM7572
 80% Virgin Wool
 20% Cashmere
 \$499






THE LINKEDIN BLAZER
 PM7664r
 68% Wool
 28% Viscose
 2% Elastane
 \$210



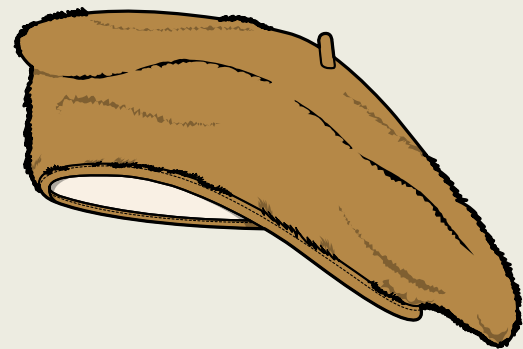


THE SLEEVELESS COAT
 PM79923r
 100% Merino Wool
 \$329

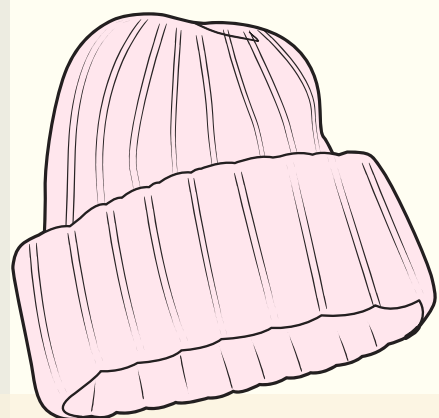
MINIMAL



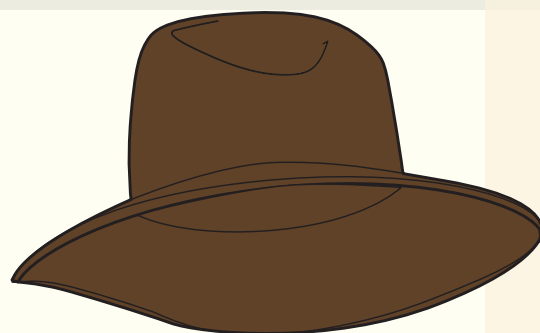
WARM THOUGHTS



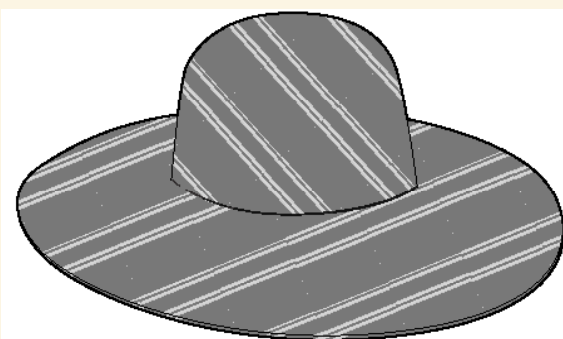
THE FRENCH BERET
PM2001
98% Wool
2% Elastane
\$28



THE CHUNKY BEANIE
PM2002
100% Cashmere
\$48



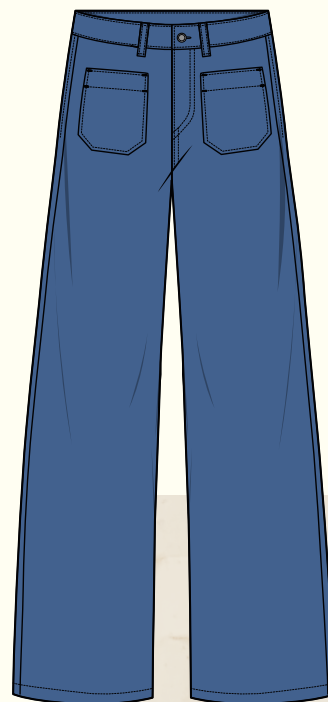
THE CLASSIC FEDORA
PM2003
100% Wool
\$35



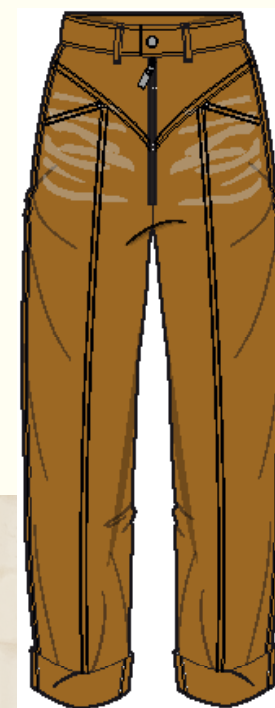
THE WIDE BRIM
PM2004
100% Wool
\$38



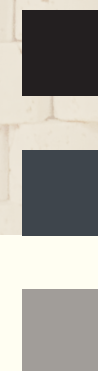
BOTTOM LINE



THE VINTAGE JEANS
PM3001
100% Cotton
\$98



THE MODERN STRAIGHT
PM3002
98% Cotton
2% Elastane
\$118

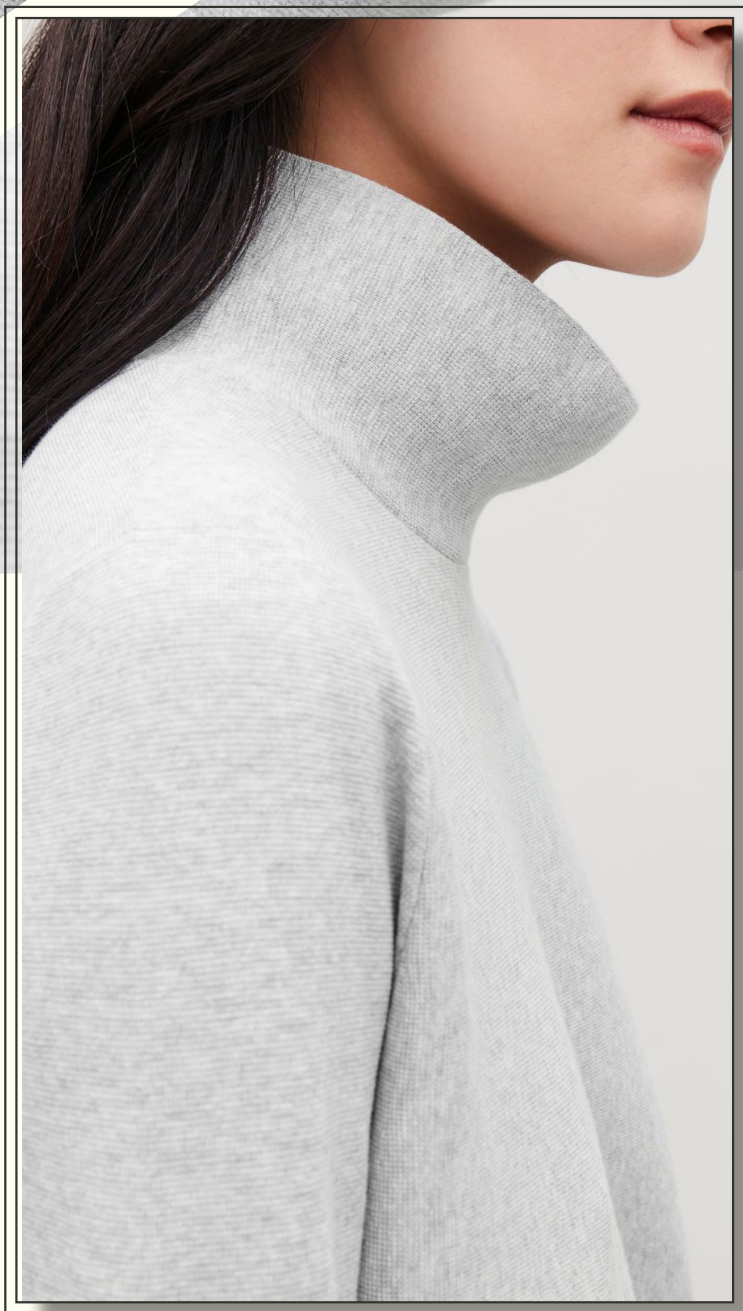


THE FANCY CULOTTES
PM3003
100% Viscose
\$110

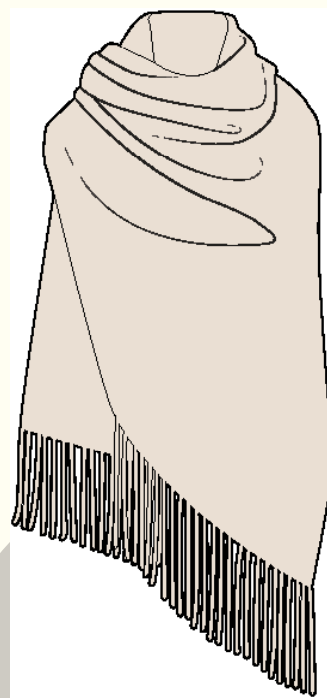


THE LINKED IN PANTS
PM3004
70% Triacetate
30% Polyester
\$110

WRAP IT UP



ELEGANT



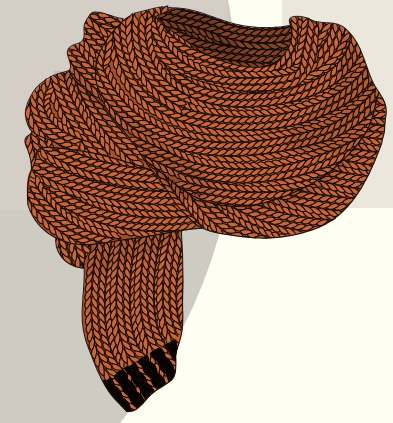
THE BLANKET
PM5001
100% Cashmere
\$118



THE MULTI-SHAPE
PM5002
100% Wool
\$68



THE CLASSIC KNIT
PM5003
90% Acrylic
10% Cotton
\$38



THE CHUNKY SCARF
PM5004
50% Wool
45% Acrylic
5% Elastane
\$38

TOP IT OFF



THE SCARF BLOUSE
PM4001
100% Silk
\$229



THE FORM FITTER
PM4002
40% Wool
55% Nylon
5% Elastane
\$138



THE BARE SHOULDER
PM4003
95% Cotton
5% Elastane
\$128

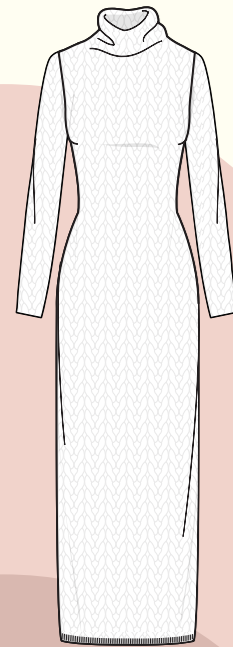


THE MODERN SHIRT
PM4004
100% Cotton
\$88

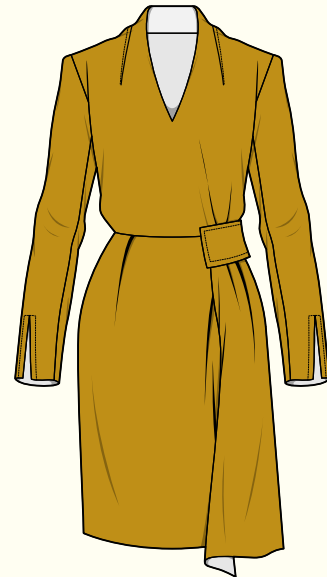


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DRESS TO IMPRESS



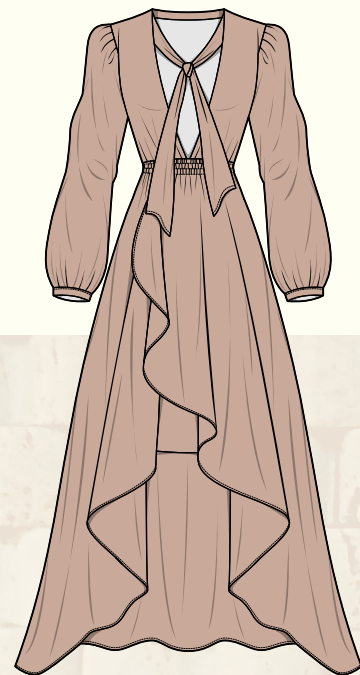
THE LARGE KNIT
PM6001
98% Wool
2% Elastane
\$168



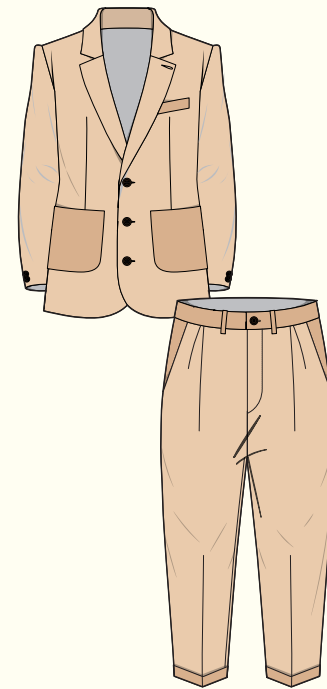
THE SHORTY
PM6002
53% Viscose
47% Rayon
\$118



THE ROBE
PM6003
100% Polyester
\$98



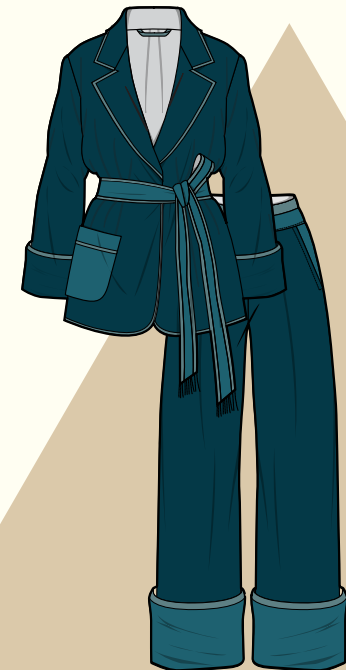
THE VINTAGE DRESS
PM6004
100% Polyester
\$178



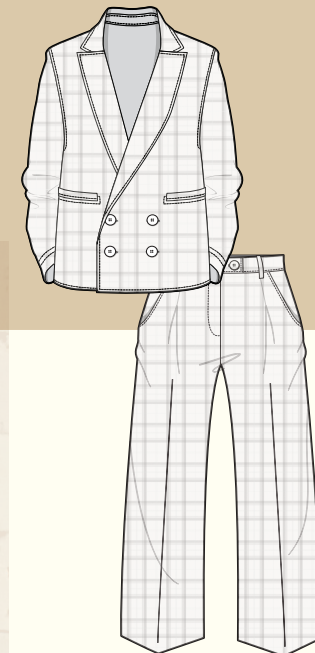
THE STREET SUIT
PM7001
40% Wool
55% Nylon
5% Elastane
\$298



THE STREET SHORTY
PM7003
50% Wool
45% Nylon
5% Elastane
\$278



THE PAJAMA SUIT
PM7002
98% Cupro
2% Elastane
\$258



THE FANCY PANTSUIT
PM7004
70% Triacetate
30% Polyester
\$288

MEANT TO BE





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