

A woman with long, wavy blonde hair, wearing a white button-down shirt and blue jeans, is grooming a large, shaggy dog with long, wavy brown and white fur. The dog is standing behind a wooden fence. The background is a blurred green field with trees. The scene is brightly lit, suggesting a sunny day.

SHEPHERD
MAGAZINE[®]

GENUINE • HANDCRAFTED • SCANDINAVIAN DESIGN

SPRING SENSATION

Bring on the light and the love of nature

NATURALLY SHEPHERD

About living and producing sustainably

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Sandals Elsa



Spring

Walk a day in these shoes

Did you know we take seven to ten thousand steps during a day? Why not look fantastic and take good care of your feet at the same time. With our sandals, and the anatomic insole, you can do just that. The insole is both shaped to support your foot and cushioned so your feet don't feel tired during the day. When you see the anatomic insole symbol you can look forward to a comfortable treat for your feet.

BAGS

Elevate your everyday style with our exquisite wool shopper Adria, meticulously crafted to combine luxury with practicality. This elegantly designed bag is made from the finest wool, offering both a sumptuous feel and enduring durability.

Saddle cover, Ebbe, shopper Adria



Sandals Elsa, bag Adria

Comfortable with Ebbe

Riding along the gravel roads down to the lake for that first swim of the year when the spring sun warms your back is pure magic. Why not let your behind enjoy the comfort of a saddle cover while you are pedaling. Soft and protecting, looking marvelous on any bike, old or new.

LET YOUR PERSONAL STORY COME TO LIFE THROUGH SHEPHERD



Nature has shaped us humans and what we like through the millennia. Positive, warm feelings of well-being, security and appreciation come as a signal directly from the brain, although we usually call it “gut feeling”. Trusting it usually leads us right.

Once you have decorated with sheepskin and wool, or put your bare foot in a sheepskin slipper, you can no longer be without it. We love wool, sheepskin and genuine quality. Shepherd stands of a combination of Scandinavian design and solid craftsmanship. Products to live with - and enjoy for a long time.

Quality and control also come naturally to Shepherd. That is why we take responsibility for the entire chain - from the preparation of the raw skin to the finished product. Our skilled craftsmen still do most of the work by hand. If you have experience from over seven decades, you know that the feel of the hand and the precision of the fingers are unbeatable tool. Nature's own tools.

Working with sheepskin never ceases to fascinate. The living structure of the skin and the movement in its texture make each product unique. Completely in its own right. We have a word that has followed us since the beginning, a word that has guided us throughout the years - naturally. That is the essence of everything we do. 🐏



A home today reflects more and more a personal story - told through memories, objects and beautiful things gathered on life's journey. Our home is a place that reflects our lives and Shepherd is there as a natural part to make the home even more beautiful.

Clutch Ally, shopping bag
Milano, sandals Elsa

Sheepskin Sanda, cushion Ruth,
pouf Frida, slippers Tessan



Spring sensation

It's the end of a slow and dark winter. You can sense a taste of summer on the horizon. Waking up to sunlight streaming through your window. Walking outside with only sandals, pyjamas, a soft blanket, and a hot cup of coffee. It's the season of new beginnings. And we couldn't be more ready for it.

SPRING SENSATION



Spring evokes a feeling of hope. The time of hibernation is over. And even though the secret of nature is a sweet combination of patience and serenity, preparations for summer is in full swing. Leaving us with nothing but energy.

We spend fewer hours inside and instead take full advantage of everything this new season has to offer. When it all comes back to life.. It goes from silence to birds chirping, bees buzzing and rivers murmuring mildly. From heavy winter clothes to lighter jackets, sunglasses, and sandals. That feeling of going to and from work in day light instead of darkness. From a city covered in grey to clear blue skies, new green grass and pink cherry blossom lining the streets.



Sandals Elsa

Sheepskin Visby

Feeling the spring sun warm you and sharing that first meal of the season on the veranda with your loved ones – nothing beats that moment.

SPRING SENSATION



Cushion Anita

Table mat Vera

The time we do spend inside is still influenced by that spring feeling. The table mats' best friend is now a bouquet of tulips, daisies, and lilies in a beautifully mis-matched colour combination. We leave the window open a little longer to let the fresh air in as the chilly winter air is replaced by the warm breeze of spring.

Soft wool blankets and cosy pillows are still essentials. But maybe it fills a different purpose this time of year.

Perhaps by enjoying a morning picnic with your loved one by the lake, a late afternoon stargazing session on the porch, or an overnight camping adventure with the kids in the backyard.

Indeed, spring evokes a feeling of hope. No wonder she's been called the queen of all seasons. 🐇





When the floors are cold in the morning, the feeling of a sheepskinrug under your feet, or stepping into a pair of Shepherd slippers, is absolutely magical.

Wool slippers Erik / Ester

Shepherd's

fresh &

Packed with colour and vitamins

When the weather warms up in spring, there's nothing we crave more than this fresh salad. Light, delicious, and packed with the best produce spring has to offer. A perfect example of why seasonal eating is so exciting.

4 people

No time at all to prepare

Ingredients:

1 bunch asparagus, tender parts, chopped into 1-inch pieces

½ cup frozen peas, thawed

A few handfuls of salad greens

2 radishes, thinly sliced

½ cup crumbled feta cheese

½ avocado, pitted and diced

¼ cup chopped, toasted pistachios

½ cup roasted chickpeas

Fresh herbs, for garnish (basil, mint and/or chives)

Sea salt and freshly ground pepper

Dressing

¼ cup fresh basil or a mix of basil and mint

1 small garlic clove

1 tablespoon lemon juice, plus ½ teaspoon zest

1 tablespoon white wine vinegar

2 tablespoons extra-virgin olive oil, more as desired

¼ teaspoon sea salt

Instructions

Bring a large pot of salted water to a boil and set a bowl of ice water nearby. Blanch the asparagus for about 1 minute, until tender but still bright green. Put it in the ice water for one minute, then drain. Let the asparagus dry, put it back in the bowl and then add the peas.

Make the dressing: In a food processor, pulse together the herbs, garlic, lemon juice, zest, vinegar, olive oil, and salt. Add half of the dressing to the bowl with the asparagus and toss to coat. Season to taste with salt and pepper.

Assemble the salad: Arrange the salad greens on a platter, then layer the asparagus/pea mixture, radish, feta, avocado, pistachios, chickpeas, and herbs. Drizzle with remaining dressing, season to taste with more salt and pepper, and serve.





Table runner Vendela, table mat Vilma

salad

IN TOUCH WITH NATURE

Together for a better world

Shepherd's sustainability work is in constant focus and the goal is to become an industry leader. In the magazine, we present a selection, five points, of the UN's global goals Agenda 2030, which Shepherd work towards.



Maria Leijonhufvud, Head of Design and Sustainability at Shepherd, tell us how Shepherd will become an industry leader in sustainability.

- The short answer to that question is by relating to, and meeting the Swedish authorities' standards - plus always do a little more. The longer answer is to find good collaborations with organizations that have a close eye on this and that can guide us in the matter. In addition to this, we are affiliated with REACH and comply with the prevailing legislation regarding chemicals. And last but not least, we should learn from others.

Interesting, tell us more.

- At Shepherd, we have traditionally always worked with suppliers who meet our criteria, and we have a long relationship with our partners. This means that we ensure that there are good conditions, both for animals and humans in these activities.

In addition to looking after the people in our own business, we have also chosen to support the organization LOZA Foundation, which works to ensure that the weakest and most vulnerable people in Europe have improved living conditions.

High ambitions, do they end there?

- Shepherd's ambition is to focus on the processes where we can make the biggest difference and where we can contribute to a brighter future. We have put together a team and are working towards the UN's Global Goal Agenda 2030. The environmental impact of a product is 80 % determined at the beginning of the design process. It is in production that we leave our biggest imprints on the environment. If we can also find the most sustainable materials and reduce our waste to a minimum, we have come a long way. 🐾

#1

NO POVERTY

We financially support the LOZA Foundation which works to help the most vulnerable people in Europe's poorest countries. Additional to the financial support we sell bracelets on our online Brand store in favor of Loza fondation.



Slippers Broo
Sheepskin Visby



#2

GOOD HEALTH AND WELL-BEING

Shepherd products are safe to use and follows the regulations of REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) and MRSL (Manufacturing Restricted Substances List)

#3

CLEAN WATER AND SANITATION FOR EVERYONE

Shepherd is working to reduce its emissions of hazardous chemicals into soil and waterways. Shepherd and our supplier has upgrading a top modern wastewater treatment plant at our factory in North Macedonia. By doing this we can partly reuse water and reduce the water consumption.



#4

DECENT WORKING CONDITIONS AND ECONOMIC GROWTH

Shepherd's ambition is to move from a linear economy to a circular economy by implementing more sustainable and recycled materials in our products.

Shepherd invests annually in machinery, buildings and sanitation. The goal is to streamline production by replacing certain steps with modern machines.

Shepherd's suppliers undertake to comply with the Shepherd Code of Conduct, which is based on the ILO Convention. Shepherd cares about decent and equal working conditions for everyone involved in the business.



#5

SUSTAINABLE CONSUMPTION AND PRODUCTION

Shepherd's ambition is to only design and produce products with long life and high quality, as well to implement more sustainable material choices in all products.

Shepherd places high demands on itself and its suppliers. Shepherd always strives to collaborate and support its suppliers to become more sustainable.

Giving is love

One of the most basic laws in life is that every act of love, kindness and generosity will return to you many times over. Giving without expecting anything in return fills your life with joy and companionship. And who doesn't love to receive gifts?

Most people usually give gifts during Holiday seasons and birthdays. But that doesn't mean it needs to be limited to these more obvious occasions. On the contrary. To get the most out of the surprise moment, we should pay more attention to each other when we least expect it. Via Shepherd, it's possible to show appreciation to loved ones all year round with fantastic gifts. A go-away gift for the neighbor, cuddly autumn rug for grandma, Monday-blanket for your partner or summer slippers for the best friend as a housewarming gift.

Finding ways to telling someone how much you like that person on a daily basis is really very simple. And somewhere in the middle of

the least expected, or most obvious, occasions there is someone who feels appreciated, loved, surprised, and seen. But it doesn't stop there. It will bring just as much back to you.

Lao Tsu wrote several thousand years ago that "kindness in words creates confidence, kindness in thinking creates profoundness, kindness in giving creates love." Something to live by, maybe even more so today. 🐼

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Slipper Jenny, Blanket Lennie

Cushion Ruth , sheepskin cover Kerri



Both big and small appreciate receiving gifts when you least expect it.

HAND MADE WITH PASSION

The combination of pure Swedish design and handcraft experience results in timeless, beautiful products. Our products are made of carefully selected materials of sheepskin and wool to get the right quality and finish. The pieces are then assembled by our skilled craftsmen, mostly by hand, always with passion. 🐏



Four Seasons

In Scandinavia, we are shaped by the seasons. Darkness must give way to light when spring makes its entrance. Warm breezes replace the cold for a short period of time. Colours, sounds and scents change and follow nature through its seasons. For each season there are products from SHEPHERD®, for all weather, indoors and outdoors. Completely natural.



AUTUMN · WINTER



Shoes Alba, Clutch Ally

Cushion Anita, Sheepskin Torshavn, Sanda

Round pouf in sheepskin Frida

Slippers Elsa, Sheepskin Ella, Cushion Ruth



SHEPHERD[®]
OF SWEDEN