

# Luxury without remorse: organic cashmere jumpers made in Switzerland

**For many years Christina Krämer has worked successfully as an organic fashion designer. Now she is re-launching her brand with an organic cashmere collection. In close cooperation with nomadic families in Mongolia, she follows a sustainable approach that includes both ecological and social aspects.**

TEXT: JESSICA HOLZHAUSEN | PHOTOS: CHRISTINA KRÄMER

“Recently we have been to Mongolia ourselves,” says Christina Krämer, searching for further inspiration for her cashmere col-

lection. Under her own label since 2007, her exclusive high fashion collections have been a symbiosis of sustainable natural lux-



ury and traditional handcraft right from the start. But relying on cashmere alone is new: in 2015 she first launched a collection of accessories, followed now by high-quality cashmere jumpers.

Cashmere is well known for its softness and heat retention. Christina Krämer uses 100 per cent cashmere wool only, combed from the underfur of Mongolian Hircus goats – without any admixture of cheaper merino or sheep’s wool. Cashmere naturally comes in different colours: from nearly snow white to grey, from ochre to dark brown or black. This is why Christina Krämer – apart from the black pieces in her collection – uses no dyes at all, but relies on the “goats’ natural colour”. Beautiful soft tones that can only be found in nature.

Even the labels are organically certified because eco-friendly production is essential for Christina Krämer. As is the idea of sustainability, not only for keeping nature intact, but also supporting nomadic families and their traditional lifestyle. Christina Krämer and her partners – Luca Moretti and Mario Cozzi, who together have founded the Modern Nomads GmbH – even developed a biodegradable cashmere shampoo based on natural ingredients.

[www.christinakraemer.com](http://www.christinakraemer.com)