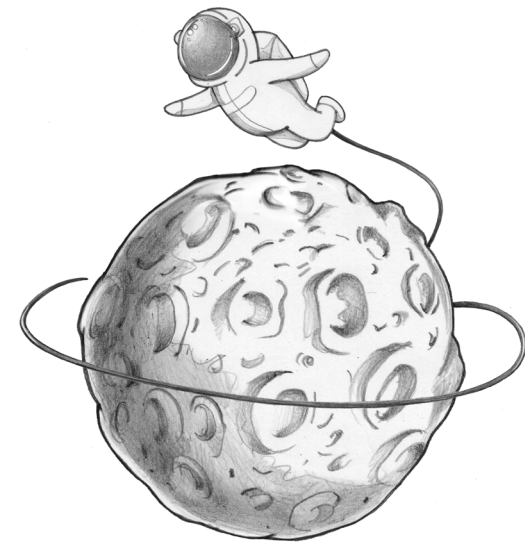


A man with a beard and short dark hair is standing in a field of low-lying vegetation. He is wearing a brown jacket over a black and white striped shirt and dark trousers. He is leaning against a large, solid orange wall. The background shows a misty landscape with trees and hills under a cloudy sky.

THE TRENDHIM ATLAS

Your guide to navigating
the Trendhim universe
successfully... or at least
our best attempt at one.



The Trendhim Atlas is written for everyone with a curious mind eager to learn more about the part of the galaxy we call Trendhim. Use this Atlas to navigate our universe and familiarise yourself with our company, workspace, and work culture.

We've called it The Atlas because it sounds cooler than The Book....

TABLE OF CONTENT

INTRODUCTION	4
Trendhim's Core	5
Purpose	6
Vision	
Mission	
Values	7
Accessories for men?	8
CULTURE	11
Why make this Atlas?	
How you know you belong at Trendhim	12
	14
THE TRENDHIM CULTURE	
Being a Technology company	16
Open workspace	17
The value of time	18
Fighting Gravity	19
What if I screw up?	20
Hours & Hard work	21
Stepping up for your Colleagues	22
Ambitions	23
How we make decisions	24
How will I grow?	25
Upwards & downwards spirals	26
Hiring team members	27
Meetings	28
Going home happy	29
The long-terms vs. short-term	30
Communication	32
The Good & The Bad	33
Slack, DM's & being effective	34
GIF's & memes	36
TRENDHIM HOUSE BRANDS	39
PAST, PRESENT & FUTURE	
So what's next?	61
TRENDHIM Q&A	62

INTRODUCTION

At Trendhim, we design and sell accessories for men. And only that. Not clothes, not women's jewelry, not balloon animals in the shape of reindeer for Santa's sleigh. Only accessories for men.

Although we're 98.42% sure that we're currently the world's largest online store with men's accessories, Trendhim is more than accessories. We're an experience.

We're currently active in 27 countries with 19 languages. We're based in Horsens, Denmark.

We'd like to think we do things differently than most companies and in the following pages, you can read why. To start you off, here are our Purpose, Vision, Mission, and Values.

TRENDHIM'S CORE

Trendhim sells men's accessories.

Trendhim is positive, inspirational, and captivating. Our products are, first of all, products we're proud of. They are also affordable quality, aspirational, often personalisable, and designed in Denmark.

Shopping at Trendhim is quick & easy, inspirational & captivating, and we always deliver on customer expectations; and if we don't, we make sure the customer feels that we try to fix the issue with everything we got.

PURPOSE

Why we're here

To inspire all men to express themselves

VISION

Where are we going

Towards the world's go-to
destination for men's accessories

MISSION

How we get there

By creating a captivating global platform and a diverse range of affordable men's accessories under a series of house brands designed in Denmark that inspire every man to express himself.

VALUES

We have core values so that we can sum up this entire book in three simple, memorable sentences, at least that's the goal. To condense our culture to its essence, making it easier for everyone to remember and integrate.

We'd like to think that if you shop regularly at Trendhim, or you spend some time at our office, these words are words you would use to describe Trendhim culture and the people working here.

EXPRESS POSITIVITY

We spread good feeling and vibes.

CELEBRATE DIVERSITY

It's not just about some men. It's about all men.

EMBRACE EFFECTIVITY

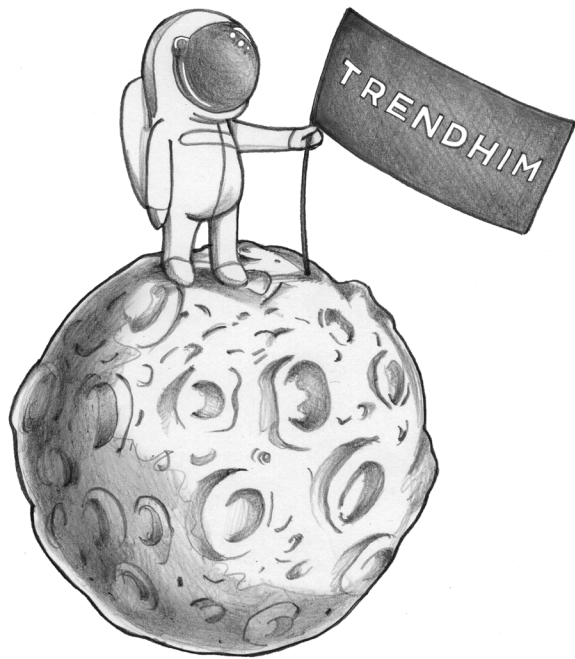
We make things happen.



ACCESSORIES FOR MEN?

SHOWING IS EASIER
THAN TELLING...





CULTURE

Why make this Atlas?

A company culture always exists, whether we try and shape it or not. So why not strive for a culture we love? We started this book at 1.0 more than 5 years ago to emphasise that culture, our beliefs, and what we value constantly change. We're now at 3.0. Hopefully, each new team member will contribute with his or her own positive qualities so we can accomplish more together.

Our core values and vision are what all employees should aspire to, and that automatically creates a certain culture. This section's purpose is to align everyone in our daily work and to get everyone pointing, working, and thinking in the same direction. It's what you do when no one is looking, or your manager isn't around. It's the personality of the company. The choices you'll be making and what to think about them. It's the manifesto of Trendhim.

Externally it enables Trendhim to attract the team members that match our values and rebuff the ones who don't.

Internally it exists to solidify who we are as a company. To make it clear what we value at Trendhim. The Atlas is to the Trendhim team, what Hakuna Matata is to Timon and Pumba.

HOW YOU KNOW YOU BELONG AT TRENDHIM

Well.....

FAILING

If you know that failures and mistakes are inevitable when being efficient and moving fast, and you're able to learn from them, rework your approach, dust yourself off and quickly move on.

You belong at Trendhim.

A GOOD HEART

If you're humble. If you like turning an angry customer into a happy one. If you like making people around you feel good. And if you know when and how to offer constructive criticism and praise.

You belong at Trendhim.

CHANGE

If you enjoy change because it brings life lessons and improvement, and if you know that "Because that's how we've always done it!" is as valid an argument as saying pandas are colour blind because their fur is black and white.

You belong at Trendhim.

THERE'S NO I IN TEAM

If you pride yourself on moving forward as a team rather than focusing on individual agendas and winning discussions. And in general, don't have time for egos.

You belong at Trendhim.

LET'S MOVE ON

If you start itching and get an almost uncontrollable need to just get going when a conversation drags out.

You belong at Trendhim.

BYE BUREAUCRACY

If you consider too many rules and policies a show stopper for being efficient, and you generally just care more about your team, customers, and projects than your title, status, or looking good.

You belong at Trendhim.

HAVING A WORK FAMILY

If you enjoy socialising, actually knowing your co-workers, and you've always thought grumpy and negative people are the polar opposite of yourself.

You belong at Trendhim.

CHALLENGES

If you love challenges and everything about them. Period.

You belong at Trendhim.

HOLD MY BEER, I GOT THIS

If when being asked if you can do something you've never done before, you've got that "Well, I've never tried, so I probably can." attitude.

You belong at Trendhim.

RESPONSIBILITY

If you read all of the above and thought to yourself, "Wow, that sounds like a lot of responsibility", and that gets you excited.

You belong at Trendhim.

THE TRENDHIM CULTURE



BEING A TECHNOLOGY COMPANY

At Trendhim, technology supports growth. Inherently that means adopting new software, working environments, and tools with an open mind and accepting the potential learning curve as something you gotta go through, to be more effective when you come out the other end. It means questioning the old things and being open to new things.

When someone says, “how about we try this new software, system, process, workflow, or technology” ...the room should be buzzing with the previously mentioned, fuck-yea-hold-my-beer feeling.

OPEN WORK SPACE

We currently have an open workspace. We also have corners, desk treadmills, bean bags, and smaller rooms available to everyone, some more and some less social, because that's part of being effective. Everyone always has access to everyone, and we're all part of the same team.

Everyone at Trendhim gets a noise-cancelling headset on their first day.

We use that to channel full focus when needed. Having an open office space does, however mean that we have to be respectful of our colleagues.

THE VALUE OF TIME

At Trendhim, we value days. By asking how things can be achieved faster than planned, we teach ourselves to be agile and less bureaucratic. Progress is made with action. The days, weeks, and months a project might take can almost always be reduced.

“Compounding is the most powerful force in the universe”

- Albert Einstein

If we can get an improvement to Trendhim implemented 20% faster, that means more time for that positive impact to compound. And if all projects do that, over the span of 5-10 years, we'll be on Pluto instead of the moon. On the other hand, if we don't, we could be dead because we'd fallen behind the competition. We want to constantly be reminding ourselves of the value of days as the most precious resource we have.

Any team can do anything with enough time. Remarkable teams con-

FIGHTING GRAVITY

There's something comforting about going to work every day, checking the checkboxes and staying in the status quo. It's a pleasant human emotion we can probably all relate to.

Just as with individuals, it's easy for an organisation to rest on its laurels. To ease on the throttle when things seem to be stable and safe. We believe it's simple human nature transferred to companies. We don't want to be that company, and we should all try to avoid this at all costs.

To us, stagnation is suicide. We either run and adapt, or we die.

Slowing down is like gravity in many ways; you constantly have to fight it. We should constantly be pushing for progress, keeping our foot on the gas.

WHAT IF I SCREW UP?

Dust yourself off, absorb the teachings and move on. Nobody's ever been fired at Trendhim for making a mistake.

Just like you can't be expected to drive a winning race car without having crashed a few times, we can't be expected to make things happen faster than most other companies without having missteps. Failing is natural, and although it should be avoided as much as possible, moving fast is our priority. If you don't want to fail, stay in bed all day.

"Why do we fall, Bruce? So we can learn to pick ourselves up." - Thomas Wayne (Yes, the father of Batman)



More innovation also means more mistakes happen along the way, so we must be error tolerant as colleagues and as a company. It's easy to fall in love with the idea of perfection and work in a way that reduces errors and risk, but that naturally reduces innovation. So instead, we focus on innovation, creativity, and growth, and we accept bumps along the way as a natural side effect.

HOURS & HARD WORK

First and foremost, everyone at Trendhim has the same set of rules and guidelines. We do, however have individual responsibilities tied to our specific job and place in the company that we obviously need to respect.

- We don't work by fixed schedules at Trendhim.
- We trust each other's time management.
- If you have private errands during the day, no problem, let your team members know and compensate for the hours later or on another day.
- We expect you to care when the company or team members need you. And we try to be at the office when it's beneficial for our team members or projects.
- We don't officially take time off at Trendhim to counter-balance over time and there's no saving up hours. We do, however trust everyone to simply flex their work time during the week as it fits your schedule.
- ...However we very, very rarely ask our team members to work overtime.

We try to avoid a strong 37 hour, "counting the hours" type fixed weekly schedule. We feel this kills part of the fun and slowly chokes the flame burning at the core of the company, which makes us move faster than most.

Everyone has the responsibility, and the freedom, to find a healthy work/family balance. And you do this by also kicking ass at work.

STEPPING UP FOR YOUR COLLEAGUES

We expect you to care about what your team members are doing and to step in and help if they need you, even when they don't necessarily ask for your help. Not for your own sake, or for Trendhim's, but for your colleagues. However, focusing too heavily on what's right in front of you is not necessarily best for Trendhim and certainly not best for the team. Therefore, we plan, forecast, and execute as effectively as possible in our own departments, but if someone needs help, we step up.

AMBITIONS

"Don't tell me the sky's the limit when there are footsteps on the moon."

On a more serious note, thinking too small has held us back too many times heck just 6 months before starting this book, we'd written a business plan aiming to be "the largest in Europe", now that's changed to the world, and unfortunately, the human race has not yet gone interplanetary, so we can't expand to Mars. Challenging your own and team members' unconscious limiting beliefs is important. When you think larger scale, you make very different decisions. If you'd want to run a marathon, you'd train and prepare very differently than if you'd want to run 10km.

HOW WE MAKE DECISIONS

We build ideas on insight and back changes with data as much as possible. We love data! But obviously, there are times when we gotta rely on experience and gut feel to move forward.

We always acknowledge what we don't know, what we don't have experience with, and act accordingly. We gather as much intel as we can from everyone and everywhere, filter it, and attack the issue at hand the best we can with 240km/h. No regrets, but carefully planned.

Debates should always be won with better data and not with bigger job titles or louder voices. No matter where they come from, the best ideas need to win. Always.

We strive to keep the company lean and nimble. That means keeping decision-making quick and in the hands of people as close to the project as possible.

HOW WILL I GROW?

Being around smart team members will most likely be your biggest source of learning. But we encourage active learning within your field. Books, courses, gear, and tools. Request, and thou shall most likely receive. If you grow, Trendhim grows. A hunger for growth, learning, and improvement is a must for people working at Trendhim.

Personal growth should come from both strong management and self motivation, and we expect that you let your manager know how Trendhim can support you and if you have ideas for things we should add to your toolbox.

We have a library corner where you can borrow any book you like and put it back when you're done. Are we missing a book? Let us know, and we get it! We also have multiple copies of a lot of books so you can co-read with a colleague.

However, there's more to personal growth than just reading and absorbing knowledge. We believe that personal growth also stems from challenges at just the right frequency and difficulty. You'll be challenged at Trendhim.

UPWARD & DOWNWARD SPIRALS

At Trendhim, we're totally into upward spirals; they're the bee's knees. The upward spirals feed themselves. A few examples are probably the best explanation:

Upward spiral in marketing

When we have more products in a category, we can afford to pay more for visitors because they simply convert better. When they convert better, we make more money, so we can buy more epic products and convert even better. And thus afford to pay even more for a visitor. And so on.

Organizational upward spiral

Talented and epic people love working with other talented and epic people. They work together like yin and yan and enforce personal growth and growth of the company, all while having a blast. An environment filled with talented people attracts other talented people to the company, which again makes the work environment for talented people even more awesome. This attracts talented people.

We want to try and be aware of spirals. Like many things, once you understand the concept, it's hard not to see it in action everywhere. The more upward spirals we can push Trendhim into, the faster we'll grow as individuals and as a company, the stronger we'll stand. We believe being aware of and nurturing upward spirals has been one of the key things that have made Trendhim grow so aggressively for the past 10 years.

Writing this Atlas is a perfect example of our attempts at nurturing upward spirals.

HIRING TEAM MEMBERS

We strive to hire people that make us the dumbest persons in the room. It's crucial for Trendhim's future to keep the bar for hiring high, way high. Really smart and talented people want to work with equally smart and talented people. Hiring mediocre talent or putting good people in wrong positions will lead to downward spirals. First of all, because it will frustrate epic people, in the end making them leave the company, and second of all because mediocre talent has a tendency to hire mediocre talent themselves. If we always hire someone better than ourselves, we'll be supporting the upward spiral, as well as creating a work environment where we all thrive

Talent comes in many shapes and sizes and is not dependent on specifics like age, education, background, a CV, or an IQ. This makes hiring one of the toughest but also most important jobs we have.

We want to be a place where incredibly talented individuals are empowered to do their best work.

MEETINGS

Meetings are necessary and can be very beneficial if kept to the point and in line with the initial purpose. But they can also easily be an ineffective waste of time.

Checklist for a good Trendhim meeting:

- Everyone came prepared.
- Everyone knows the purpose of the meeting. Why are we here? It's a great question to start any meeting with.
- Someone took notes (In Asana) and shared them with everyone.
- Everyone walked out with a very clear idea of what to do next.
- More work usually comes from good meetings, not less.

Also, carefully consider who should participate. Five people in a room for an hour isn't a one-hour meeting; it's a five-hour meeting.

GOING HOME HAPPY

Our version of a happy day is working with smart people on hard problems. To us, a happy work life does not necessarily mean free lunches, free sodas, massages every week, expensive computers, fancy offices, an office gym, or an office dog. While we do have many of those perks, they are just that. Perks. We believe what really makes us happy is working with committed, talented, smart, creative, and unique people on hard, challenging problems. Because that's when you learn and grow the most. Going home happy comes from a sense of achievement.

THE LONG-TERM VS. SHORT-TERM

We're in this for the long haul. We want to build something that lasts and that should affect our decision-making. We don't want to spend time on projects that don't create a lasting, positive impact on the business. Short-term wins don't compound. As humans, we often have a tendency to be attracted to short-term goals, to check off checkboxes on a todo list, some more than others. But getting into the helicopter, taking a broad perspective on things, and looking way ahead is important for everyone anywhere in the organisation. We really try to avoid being tempted by small projects, quick wins, and the next shiny thing, and instead keep our eyes on the big ball, staying true to our big picture strategies. It's important that we reward work put into big long-term goals, just as much as short-term wins and completed projects.

Where do we want to be in 5-10 years, and is what I'm doing supporting that? Short terms win, for the sole purpose of looking good, killing time, checking off a todo, or impressing a colleague, should never be carried out or encouraged.



COMMUNICATION

We're placed in Horsens, Denmark, but many of our team members are non-danish speakers, so English is second nature here.

Precise and clear communication is important and should be a natural part of every team member's personality. Always be thinking, "How should I write this to make the communication as effective as possible?"

THE BAD

Hi Team member

I just sat down, and the coffee machine was broken, wtf?... and then I also got this email from X saying that we need to hand over the design by Friday. Hmmm?? But I'm not sure if that's the case because we talked about this before, and it was never required. I remember in the meeting it was maybe not talked about??

Anyway, I also got a call from Y, saying that we should double-check the size and stuff before we send out the design.... I'm quite sure my numbers are correct.

THE GOOD

Hi Team member

1. X sent me an email this morning saying the deadline for the design is Friday.

2. Also, Y wanted us to double-check that we sent out the correct dimensions.

- I can make the deadline.
- I will double-check my own dimensions. Someone took notes (In Asana) and shared them with everyone.

If you do the same, can we meet Thursday at 15:00 and consolidate?

SLACKS, DM'S & BEING EFFECTIVE

We currently use Slack & Asana for all internal communication and project planning, but any communication software has the same challenge, that being instant messaging.

DMs are awesome. It's fast, it's informal, and it's a chance for you and your colleagues to throw a witty joke or a quick FYI without having to meet up by the coffee machine or send an email. But they do have their challenges. The thing with DMs is that they usually come with an expectation of a quick reply and on the other end, an obligation to reply quickly or do whatever is asked of you right away. And that's why a certain etiquette is important.

First and foremost:

The classic "Hey" / "You there?" and then waiting for a response is something we should all try to avoid. It's like sending an email with a subject but no body. Your colleague will then have to reply, "Yea, what's up" and you can then start your message, all while your colleague is looking at "Teammate is typing..." while being curious about what comes next. Just get to the point.

Second:

Do your colleagues a huge favour. If it's just a to-do, make a task in Asana. We have a saying when it comes to to-dos, if it's not in Asana it doesn't exist.

However, all teams are different, and you and your closest colleagues will find your own pace for DMs. Because, by god are GIFs sent through DMs important. Of paramount importance one could say. But just remember next time you DM somebody that it does come with a cost for your colleague and an unwritten expectation urgency.

A FEW MORE DO'S / DON'TS USING SLACK

DO'S

- Call if you need an in-depth conversation. Writing / reading / responding takes too long.
- Ask if people have time for a quick call first.
- It's completely ok to ask for a 10 min riff on any problem.
- Use '/zoom'. It's always nice to see who you're talking to.
- Keep it light.

DONT'S

- Don't assign or send work through Slack.
- Slack is not for solving complex problems, serious conversations, or feedback.
- Slack is not for long written conversations on work-related subjects.
- Don't expect someone to get back to you immediately.
- Don't just Slack if it's an emergency or critical. Call!

GIF'S & MEMES

Sometimes words just don't cut it, and that's when memes and Gifs come in. We love them at Trendhim and seek any opportunity to squeeze some in, it doesn't really matter if it's internal communication, team chats, privately, a board meeting presentation, company briefing, a briefing for the bank, or an email to our accountant or anyone else. We love it because it is down to earth, direct, honest and funny.



When arriving to work on Mondays
We are all like..



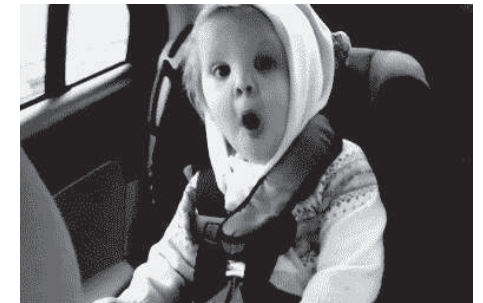
Team member:
I forgot to bring cake today. I'm sorry.
I'll remember tomorrow :-)

Your reply:



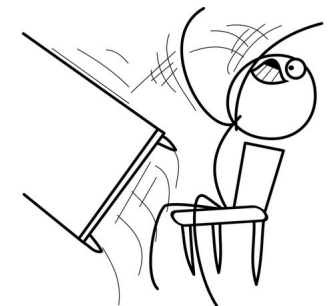
Team member:
We just hit our milestone! :O

Your reply:



Team member:
Damn! They didn't accept my lower price suggestion. So we'll have to go with the more expensive one.

Your reply:



..... AND ANYTHING WITH CATS,
LIKE ANYTHING.



TRENDSHIM HOUSE BRANDS

We've divided our designing and manufacturing efforts up into house brands. They all have a unique feel, identity, and product focus, and we try to nurture each brand as if it was a company on its own.

So let's dive in. The following pages contain a sneak peek into the philosophy and feel of each brand. Enjoy.



WAYKINS

Tone of the Brand:

Social, Friendly, Exploring,
Laid back, Uncomplicated, Caring

Materials

Aging and sustainable materials like leather, thick fabric, recycled plastic.

Personality:

The last couple of stitches are finished. It's far from perfect, but the hole in the thick salt water stained and waxy canvas of his slouchy backpack is no more. The bag is thrown into the back of an equally patinated VW van, next to a couple of surf- and skateboards. We see a glimpse of the tinkering tailor/van driver as he hops into the van. His shades are mirroring the beach parkinglot and the unruly nature of his long sun bleached hair suggests that he spend the night in the van. The van sputters to life and we see him taking off while throwing a Shaka sign at us hang loose, guys! We see the sand, a pair of flip flop clad feet, sun tanned hands waxing a surfboard and our guy running toward the water with the board under his arm.





LUCLEON

Tone of the Brand:

Raw, Masculine, Provocative

Gritty, Bad boy attitude, but still loves his mum

Materials

Leather, Steel, natural, coated or plated in silver or gold.

Personality:

The big-block of a vintage american car violently shakes to a start. A couple of tattooed hands make a couple of adjustments and the engine comes to a smooth idle. He dries off his hands and puts on a couple of large signet rings, a heavy chain bracelet and a dark wristwatch. In a sweeping motion he drapes himself in his heavy leather jacket, places a pair of dark shades on his eyes and runs his hand through his hair. He shoots a finger gun off to one side and bursts out laughing, as his girlfriend shakes her head at him acting all cool with his forced batboy attitude. She signals him to get going and he throws himself into the car seat, only here we find out that she's behind the wheel and off they go in cloud of tire smoke.



FAWLER

Tone of the Brand:

Professional, Premium,
Mature, Cosmopolitan

Refined, Iconic, Balanced,
Trustworthy, Sophisticated

Materials

Aging quality materials like leather,
wool, brass etc.

Felt, Stone.

Personality:

In an antique store full of old furniture and older management, a middle-aged man opens the drawer of an antique writing desk. "They don't make 'em like they used to," he mutters, partly to himself and partly as a conversation starter. He puts his light-beige trilby on and adjusts his Merino-wool scarf. As he exits the store, he shivers as he buttons up his double-breasted trench coat. In his two-bedroom apartment in Nyhavn, a glass of 18-year-old Scotch breathes next to a glass of fine Bordeaux. The man, armed with his glass, sits down at a virtually identical desk by a window overlooking the harbour. In front of him, an antique Underwood No. 5 ticks into action.





SIDE GREY

Tone of the Brand:

Contemporary, Minimal, Clean, Scandinavian, Adventurous, Airy

Materials

Aging quality materials like leather and wood. Uncoated, natural steel, brass etc.

Repurposed materials like whisky barrels, leather and metals.

Personality:

A man gasps to life in a room with a heavy mahogany bed and refurbished antique furniture. He groans as he straightens his big beard between his hands. He gets up, puts on his lovingly worn corduroy overshirt, and rushes out of the room. He knocks on the first three doors as he makes his way down the hallway and is met with grunts and "I'm up!"s. "Where are we headed today?" asks one of his companions as they storm the breakfast buffet. "Vienna," answers the early bird. As they make their way to their Mercedes E-class wagon, the valet's smile turns to suspicion. He's immediately reassured when a vintage Rolex Explorer peeks out from the man's sleeve as he reaches for the key. The man rests his Rimowa suitcase, covered with stickers from around the world, up against the car. Before loading it into the trunk, he slaps a "Carlton Hotel, Venice" sticker on one of the few spots of nude aluminium.



SEIZMONT

Tone of the Brand:

Trendy, Young, Energetic, Motivational, Confident

Technical, Advanced

Materials

Carbon, coated black steel, gold details, oversize lettering. Clear contrasts.

Concrete, Polyurethane, Powder coated surfaces.

Personality:

Out of a Footlocker steps a man wearing a long gold amulet under an open, olive-green bomber jacket with orange lining. He shifts his weight from one foot to the other, trying out his new self-lacing Nikes. He bends down and tightens the straps at the bottom of the pant legs on his bonded cargo pants. He sprints off, which immediately turns into a light jog for the 12 steps it takes him to get to his UNI MK electric bike, securely locked to a lamppost. He pulls up his sleeves, revealing a skeleton watch on one hand and a gold chain bracelet on the other, places the heavy chain bicycle lock into his backpack next to the barely-used Jordans he entered the store wearing, and pulls out bright-red over-ear Beats headphones. He's oblivious to the complaints of passers-by as he races down the street, happy as a clam in his own private universe.





A ARKAI

Tone of the Brand:

Symbolic, Charming, Bold, Exclusive, Mysterious, Spiritual, Warm

Materials

Natural, exclusive materials like gold, leather and stone in dark and deep colors.

Personality:

Snow covers the streets of Berlin. An old lady struggles with her grocery bags as she waits to cross the street. "May I help you with those, mam?" She turns around to see a tanned, bearded man with long, dark, wavy hair behind her. His vivid balinese leather bracelets and maori-motif tattoos give her pause, but she's immediately drawn to his friendly, comforting smile. He's holding a tea-stained cotton tote bag and a rolled up yoga mat with 'Vinyasa Flow' written on it. "My daughter does yoga," she says. As the man takes her bags - all of them, the light turns green. "Aren't you cold?" the woman asks, indicating the man's loose, open shirt that barely covers a long wooden bead necklace and unkempt chest hair. "Never," the man replies. "I'm always just right." They reach the other side of the street and the man hesitates to return her bags. "Where do you live?" the man asks. "Allow me to escort you home."



BOHEMIAN REVOLT

Tone of the Brand:

Playful, Unconventional, Creative
Delightful, Charming, Refined

Materials

Natural and exclusive materials like silk, brass etc.

Marble, Wool, Pearls.

Personality:

In a crowded church, a pastor leads his flock in prayer. As heads bow, one man holds his head up high. He closes his eyes and repeats the words along with the others. His posture, however, is not the only thing that sets him apart from the group. He's wearing a perfectly tailored dark-green suit with light-green Baroque Damask details. As the pastor concludes his prayer and indicates towards the man, he rises like a phoenix from a sea of black suits, dark ties, and white shirts. He makes his way to the pulpit, his bare ankles showing the lack of socks in his Italian leather loafers. He adjusts the microphone and smiles at the congregation. "Lighten up, everyone. Dad's just dead." As the murmurs die down, he continues: "we're gathered here not to morn, but to celebrate the life of someone who knew how to live."



**Tone of the Brand:**

Sporty, Fearless, Colorful, Bold, Athletic, Comfortable

Materials

Modern injection moulded materials with exclusive details or color accents.

Ceramics, nylon, rubber/silicone.

Personality:

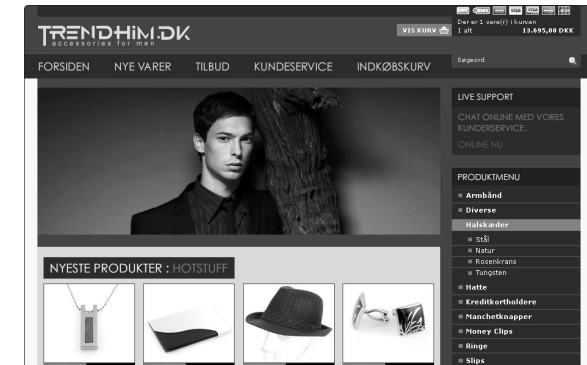
On a Parisian rooftop, a man closes his eyes, takes a deep breath as he raises his hands above his head, presses his palms together, and lowers them to his chest as he exhales. His eyes open. He's focused. Without looking down, he presses a button in his digital Casio watch. At the beep, he sprints off. To the sound of heavy dubstep, he jumps across alleys, scales fire-escapes and balconies, and summersaults over fences as he makes his way towards the Porte Saint-Denis in the distance. On the last rooftop, he sprints to the edge and slides to a stop. *Beep* He looks down. Close, but no cigar. He closes his eyes, raises his hands, breathes deep.

PAST, PRESENT & FUTURE

Our journey

It's been 15 years since we all embarked on this great Trendhim adventure together. Here's a timeline of some highlights in Trendhim history, and if you're interested, you can read the full story here: www.trendhim.com/story

- 2007** ● —○ Gleam.dk, an online store selling jewelry for men, was founded by two young entrepreneurs Sebastian & Mikkel. The beginning of Trendhim.
 - 2007 was also the year of the first iPhone. And 15% of adults were using social media. Yes, E-commerce was different back then.
- 2008** ● —○ Work, eat, sleep, repeat.
 - There were boxes with products everywhere in their 83m2 apartment. Mikkel & Sebastian slept on the floor in the living room and worked part time at the post office to put food on the table. This went on for a few years.
 - Selling online proved more difficult than expected, and the journey of learning everything from coding websites, marketing, accounting, and much more began.
- 2009** ● —○ We changed our name to Trendhim. Here's a picture of Trendhim anno 2009



- Mikkel & Sebastian were able to get a small paycheck from Trendhim every month and quit their job at the post office. Now it was really time to scale..

- 2010** ● —○ Lacking space for products, Mikkel & Sebastian moved into a 200m2 villa. Still operating Trendhim from home.
 - ... Mikkel & Sebastian still slept on the floor in the living room.
- 2010** ● —○ We got our first proper Trendhim headquarters, and it was awesome. 200m² of awesomeness to be precise. It started to feel like an actual company..



- 2012** ● —○ Lucleon, our first house brand, was born.

2013 ● —○ Martin, now CTO, joined the company.



- ... Martin moved to Horsens and slept in Sebastian's apartment for a month until he got his own place.
- Energy drink consumption in 2013 might've qualified for a sponsorship with Red Bull.

2014 ● —○ Trendhim opened in 4 new countries and doubled the number of products in the store, from 1.500 to 3.000. Busy year.

2015 ● —○ We got our first full-time employee, which meant we also got a dinner table and three (plastic) plants in the office.

- We moved to a new 1000m2 warehouse.

2016 ● —○ The team grew with more incredibly amazing people.

- We opened 11 new countries that year covering most of Europe.
- Reached a milestone of 5.000 products online.

2017 ● —○ Trendhim employed more than 50 people, sold to 25 countries and had 10 house brands in our portfolio.

- Trendhim became to 10th fastest growing company in all of Denmark across industries at Børsen Gazelle

2018 ● —○ Reached a milestone of 10.000.000 EUR in revenue in one year.

2019 ● —○ We moved yet again, this time into a 3000m2 warehouse and office space. To us, it felt like stepping into the "big leagues"

- We had 12 house brands and more than 1700 house brand products.

2020 ● —○ Covid-19 hit like a tidal wave. Stores around the world shut down, which meant a lot more consumers went shopping online. We got very busy, which meant a lot more new awesome employees.

- We started working more with sustainability and our social responsibility.

2021 —○ Remember that 3000m2 warehouse we moved into? You know... the one with "plenty of space to grow." Yeah we outgrew that one too. So, now we're in a 5500m2 warehouse with an empty lot next to it so we're ready to expand!

- ... As always, the entire team pitched in, and we moved everything in just one weekend.

2022 —○ +150 awesome employees, push Trendhim to the next level every day.

- We still have an energy drink consumption that might qualify for a sponsorship with Redbull.
- Our house brands now stand for 75% of revenue, a testament to the effort put into them by the entire team.
- Our platform is migrated into state of the art systems, ready to take Trendhim to the next level.
- ... Because we've only just begun on our journey of becoming the world's go-to destination for men's accessories. .



Above are all the countries where we are right now.

SO WHAT'S NEXT

It's natural to evolve and grow. Stagnation and failure to adapt are what kill companies, and organisms in general, if we're being philosophical here. So we want to always have ambitious goals that we aggressively strive to achieve. Once we get there, it's on to the next target. For a time, we can enjoy the success, but we'll always have far to go. So finding joy and happiness in the journey and not the destination is important.

- We have plans of opening new countries.
- We have plans of launching new experiences on our platform that support being a destination and not just another online store.
- We have plans of launching new collections with incredible products, weekly.
- We have plans of becoming more socially and environmentally sustainable and take part in making the world a better place.
- We constantly strive to build a company where people grow and thrive.

We'll aim for the moon and work hard to get there! Maybe you are the next astronaut we need on our journey?

TRENTHIM Q&A

Does this book even matter?

Yes.

Do people at Trendhim live by these guidelines?

They're an important part of Trendhim. Most importantly they're a broader sense of direction that lay the foundation for how we think.

Is swearing allowed at Trendhim?

Does the bear crap in the woods?

Are beers allowed on Fridays?

Yes..

Do I have to tell someone if I'm 10 minutes late?

Yes, can you email who@cares.com.

You mention rockets a lot. Where does this come from?

We are inspired by NASA. I mean, they landed people on the moon in a time where computers were barely computers. It's visible in our headquarters e.g. by a life size astronaut, meeting rooms named after spaceships and an actual Mission Control Center.

What does a regular Trendhim workstation consist of?

AA big ass screen, a Macbook, a noise-cancelling headset, Spotify, and whichever accessories you desire to be the most productive.

You mentioned treadmill desks.

Yes, the current record is half a marathon in a day while working. Do you have what it takes to beat that?

Do you often have cake and treats at the office?


Haven't you heard of "The 10 Trendhim kg"? Well. Now you're warned.

What if i don't like energy drinks or coffee?

Well, first of all something's wrong with you, we'll make you embrace the dark side. Second of all, our fridges are always packed with sodas and sparkling water.

Are you hiring?

Always. Write hr@trendhim.com.



*A special thanks to the current Trendhim team.
Keep being awesome!*