

secret sweater

LOOKBOOK

secret sweater

do you have your Secret Sweater handy???



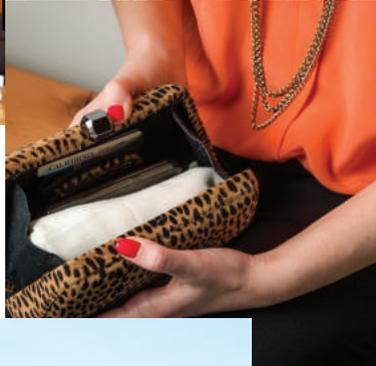
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we're buzzing all over the media...!



secret sweater

we're blowing up on social media...!



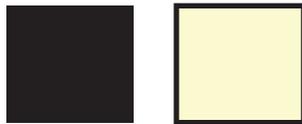
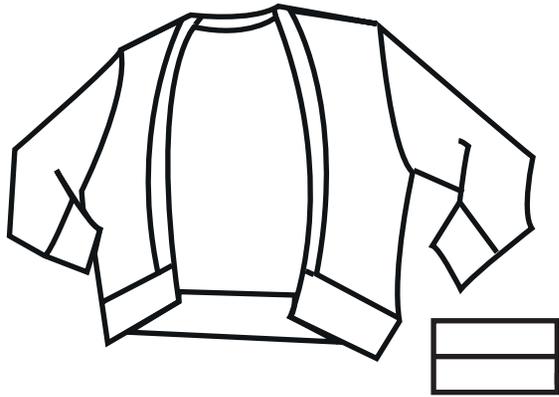
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2016 LINE LIST

THE LAYERING CARDIGAN

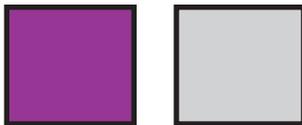
STYLE #: SS-001

GARMENT SHIPS INSIDE SEPARATE FABRIC BAGGIE



BLACK

IVORY



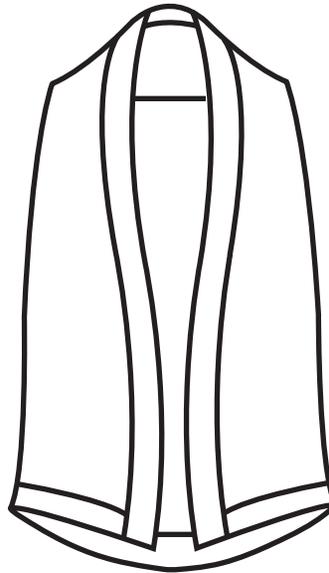
RASPBERRY

WHISPER GREY

THE TRAVEL SHAWL & BLANKET

STYLE #: SS-002

GARMENT FOLDS UP INTO ITSELF



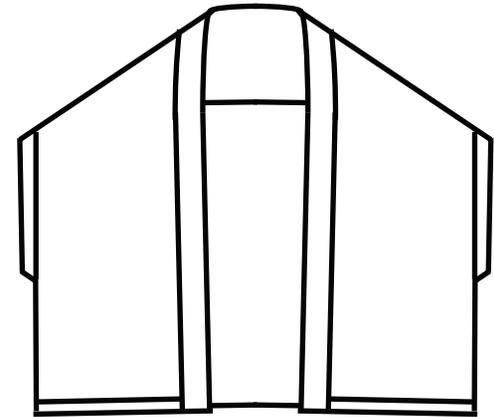
BLACK

WHISPER GREY

THE WRAP

STYLE #: SS-003

GARMENT FOLDS UP INTO ITSELF



BLACK

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CARDIGAN - DETAIL



BENEFITS:

DESIGNED TO HIDE OR BE WORN ON IT'S OWN, THE SECRET SWEATER CARDIGAN WILL BE YOUR BEST LINE OF DEFENSE AGAINST UGLY OFFICE SWEATERS, OVER-AIRCONDITIONED RESTAURANTS, PACKING DILEMMAS, AND IN-FLIGHT CHILL.

LAYER IT UNDER A BLAZER AND KEEP YOUR PROFESSIONAL LOOK IN-CHECK, SIGHT-UNSEEN. WEAR IT OVER A LIGHTWEIGHT BLOUSE OR DRESS WHEN CHILLY. THROW ONE IN YOUR PURSE AND GO FROM DAY TO NIGHT WITHOUT THE LOOK OF BULKY LAYERS.

FEATURES:

THIS CARDIGAN IS SPECIFICALLY DESIGNED TO BE CUT AWAY AT THE FRONT (IT IS NOT MEANT TO CLOSE NOR COVER THE CHEST), WITH THREE-QUARTER SLEEVES, AND WAIST-SKIMMING LENGTH. THIS ALLOWS FOR IT TO BE "HIDDEN" UNDER A JACKET OR BLAZER WHEN DESIRED. OR, WEAR IT ON ITS OWN AS AN EXTRA LAYER.

SHIPS PACKED IN FABRIC POUCH, KEEPING THE CARDIGAN CLEAN IN YOUR PURSE AND ALLOWING FOR EASE IN TRANSPORT.

FABRIC INFORMATION: 50/50% COTTON/MODAL INTERLOCK
CARE: MACHINE WASH COLD, LAY FLAT TO DRY
AVAILABLE COLORS: WHISPER GREY, BLACK, IVORY, RASPBERRY
PACKED DIMENSIONS: 9"L x 5" W x 2" D
PACKABLE WEIGHT: .5 LBS

AVAILABLE SIZES:

FIT GUIDE	XS (0/2)	S (4/6)	M (8/10)	L (12/14)	XL (16)	1x (18)
CHEST	32"	34"	36"	38"	40"	42/44"
WAIST	27"	29"	31"	33"	35"	36"
BODY LENGTH	17"	17 1/2"	18"	18 1/2"	18 3/4"	19"
SLEEVE LENGTH	17 1/4"	17 1/2"	17 3/4"	18"	18 1/2"	19"

** 1X AVAILABLE IN BLACK AND IVORY ONLY

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THE SHAWL & TRAVEL BLANKET - DETAIL

BENEFITS:

EVERYDAY. EVERYWHERE. YOU'LL NEVER BE CAUGHT IN A FREEZING AND UNFASHIONABLE SITUATION AGAIN. TRAVEL, SOCIALIZE, AND BEAT THE OFFICE-CHILL WHILE DRAPED IN COMFORT AND ELEGANCE.

THIS FASHIONABLE PIECE CAN GO FROM CASUAL TO SOPHISTICATED WITHOUT BATTING AN EYELASH, AND DOUBLES AS A WARM AND INVITING TRAVEL BLANKET FOR WHEN SHE FINDS HERSELF FAR FROM HOME.

FEATURES:

MADE IN THE USA OUT OF WASHABLE, SOFT AND SUPPLE COTTON AND MODAL BLENDED INTERLOCK THAT ALLOWS HER TO REVEL IN LUXURIOUS WARMTH WITHOUT BULKY LAYERS. BEST OF ALL, THE SHAWL HAS BEEN DESIGNED TO FOLD UP AND INTO ITS OWN LITTLE POUCH FOR EASY TRANSPORT AND ACCESS AT A MOMENT'S NOTICE.

FABRIC INFORMATION:

50/50% COTTON/MODAL INTERLOCK

CARE:

MACHINE WASH COLD, LAY FLAT TO DRY

AVAILABLE COLORS:

WHISPER GREY, BLACK

PACKED DIMENSIONS:

8" L x 9" W x 2" D

OPEN DIMENSIONS:

58" W x 30" L

PACKABLE WEIGHT:

.75 LBS (12.5 OZ)

SIZING:

ONE SIZE FITS ALL



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THE WRAP - DETAIL



BENEFITS:

CONSIDER THIS THE MIDDLE BEAR OF OUR PRODUCT OFFERINGS.

- ROOMY AND SOPHISTICATED? CHECK.
- COMPACT FOR TRAVEL? CHECK.
- FASHIONABLE AND FUNCTIONAL FOR TRAVEL, OFFICE, AND EVENING FESTIVITIES? TRIPLE CHECK.

AND LIKE ITS FRIEND THE TRAVEL SHAWL, THE WRAP HAS ALSO BEEN DESIGNED TO FOLD UP AND INTO ITS OWN (ATTACHED!) LITTLE SELF FABRIC POUCH FOR EASY TRANSPORT AND ACCESS AT A MOMENT'S NOTICE.



FABRIC INFORMATION:

50/50% COTTON/MODAL INTERLOCK

CARE:

MACHINE WASH COLD, LAY FLAT TO DRY

AVAILABLE COLORS:

BLACK

PACKED DIMENSIONS:

9" L x 8" W x 2" D

WORN DIMENSIONS:

78" CIRCUMFERENCE (39" FLAT),
29" LENGTH FROM NECK/SHOULDER POINT

PACKABLE WEIGHT:

1 LB

AVAILABLE SIZES:

O/S: ONE SIZE FITS MOST



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OUR STORY

FASHION MEETS FUNCTION WITH SECRET SWEATER BRAND'S CLEVER, SMART, & EASY-CARE GARMENTS FOR WOMEN.



CREATED BY A SAN FRANCISCAN WELL ADEPT IN THE ART OF LAYERING. MADE IN CALIFORNIA. KATHERINE HAS AN EXTENSIVE BACKGROUND IN THE FASHION INDUSTRY HAVING WORKED IN DESIGN, PRODUCT DEVELOPMENT, AND PRODUCTION ROLES FOR LARGE AND SMALL RETAIL AND WHOLESALE COMPANIES IN NEW YORK AND SAN FRANCISCO.

"THE SECRET SWEATER CARDIGAN WAS MISSING FROM MY WARDROBE. I WAS FREEZING AT WORK BUT DIDN'T WANT TO BUY OR DRY-CLEAN ANY MORE CARDIGANS TO LAYER WITH MY OUTFITS. I STARTED WEARING A WORN-OUT, ILL-FITTING, SHRUNKEN SHRUG OF A SWEATER FROM MY CLOSET UNDER A BLAZER. IT WAS SO HIDEOUS, HOWEVER, THAT IT WAS NEVER TO COME OUT IN PUBLIC. BUT, IT GAVE ME AN IDEA. I MADE SURE THAT THIS GARMENT COULD BE HIDDEN PROPERLY UNDER JACKETS AND BLAZERS IF DESIRED, BUT ALSO THAT IT WAS ATTRACTIVE TO WEAR OVER A LIGHTWEIGHT TOP OR A DRESS AS WELL. IT'S ALSO CONSTRUCTED WITH SUPER COZY COTTON & MODAL BLENDED INTERLOCK FABRIC INSTEAD OF A SWEATER KNIT MATERIAL, ALLOWING IT TO BE CARED FOR MORE EASILY THAN THE TYPICAL COTTON OR WOOL CARDIGAN SWEATER. IT PROTECTS AND EXTENDS THE LIFE OF YOUR BLAZERS AND JACKETS BY ACTING AS A LIGHTWEIGHT MID-LAYER BEFORE COMING INTO CONTACT WITH YOUR SKIN. BY MAKING IT PACKABLE, IT IS EASY TO PUT IN YOUR PURSE AND TAKE WITH YOU.

AND, AFTER YEARS OF MAKING GARMENTS AND ACCESSORIES OVERSEAS FOR MAJOR BRANDS IN THE FASHION INDUSTRY, I WANTED TO MAKE THIS IN THE U.S.A."

TIMELINE:

- SEPTEMBER 2013: THE CARDIGAN LAUNCHED ONLINE AT WWW.SECRETSWEATER.COM OFFERED IN BLACK AND IVORY COLORS.
- APRIL 2014: RASPBERRY AND WHISPER GREY COLORS WERE ADDED TO THE CARDIGAN.
- OCTOBER 2014: THE SHAWL & TRAVEL BLANKET LAUNCHED ONLINE AND IN SELECT RETAILERS.
- OCTOBER 2015: THE WRAP LAUNCHED ONLINE AND IN SELECT RETAILERS.

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contact us...!



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