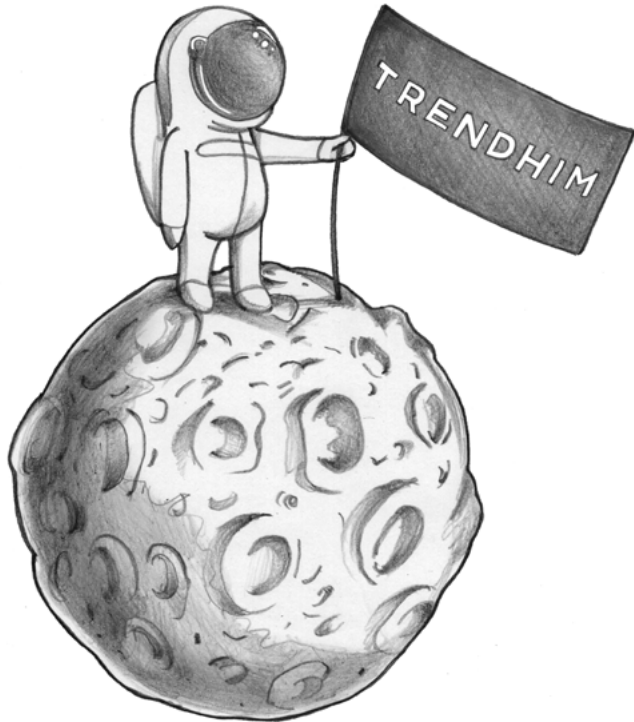


TRENDHIM

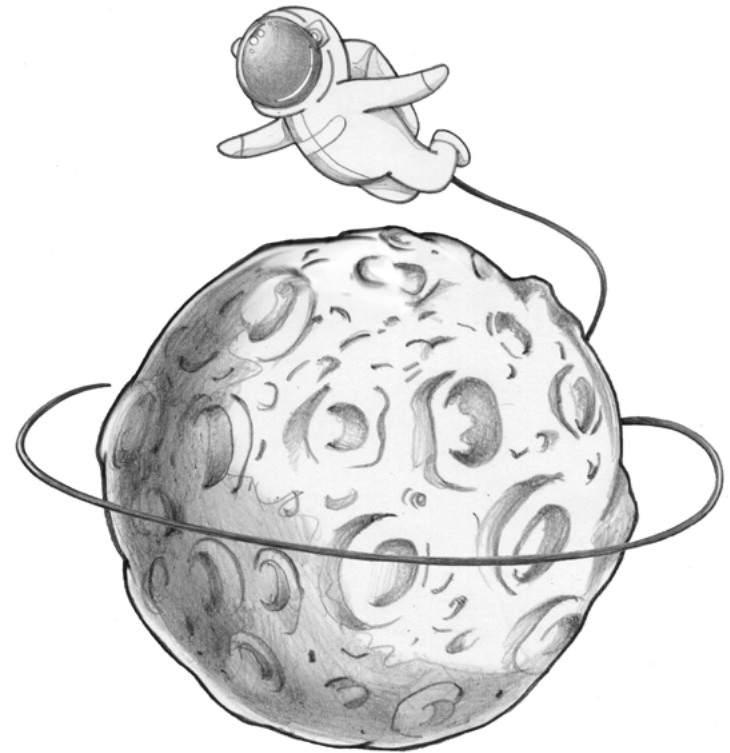
THE TRENDHIM ATLAS

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



This Atlas was written for previous, current and future team members of Trendhim. To help everyone navigate the waters of our workplace. It is partially an expression of who we are as a company, and partially about what we strive to be. It's also our best attempt at putting in writing something that's very hard to articulate.

We've called it **The Atlas** because it sounds cooler than "book"...



The Trademark of this book is 100% managed and enforced by a team of trained beavers. Their cute cuddly exterior providing the perfect false sense of security in anyone attempting theft. While the perpetrator is relaxed and his guard down, that's when the beavers strike. Delivering one swift, cold hard blow after the other with their leather like tails.

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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.

We're 98.42% sure that we're currently the world's largest online store of men's accessories. We're active in 25 countries with 18 languages. We're based in Horsens, Denmark.

We'd like to think we do things differently than most companies in the way we work, the way we think, and the goals we strive for. In the following pages you can read why that might be.

MISSION

Trendhim designs fashionable, affordable, and quality men's accessories.

We want to make our products conveniently available to all men globally.

VISION

Men's accessories are not about dressing up for special occasions, nor are they reserved for a specific group of men. It's not about gimmicks or necessarily looking good. It's about expressing what makes you your own, telling your story, and one way to do that is through the smaller things you wear, accessories.

We want to help every man tell his story.

TRENDSHIM CORE 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.

#1 — We make things happen in flip flops

Some choose to come to work in dress shirts, others in t-shirts, some in sneakers, others in flip flops. We couldn't care less. What's important to us is that we make things happen every day. That we're effective as hell because action trumps all!



#2 — We provide those good feelings and vibes

We aim to make the customer smile. We provide him with good feelings and vibes. He thanks us by telling his friend's friends about us.

THAT feel
GOOD VIBE

#3 — Hakuna Matata

It means "no worries". :-)



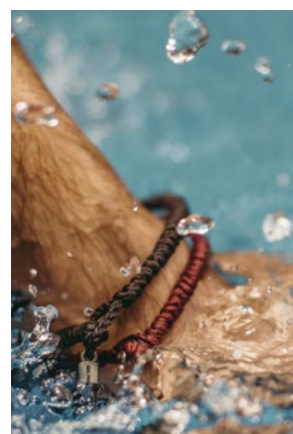
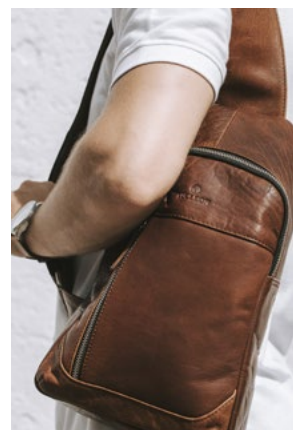
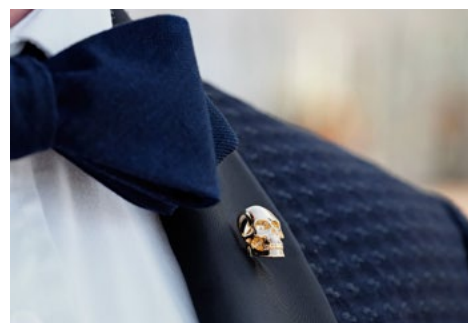
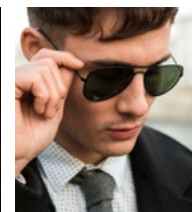
TRENDSHIM'S PROMISE

Our promise to the customer is an awesome experience. From browsing to buying. A product that matches or exceeds their expectations, and that if anything happens that does not align with their expectations, we'll fix it. We'll not only fix it, we'll fix it faster, smoother, and better than the customer would expect.



ACCESSORIES FOR MEN?

SHOWING IS EASIER
THAN TELLING...





CULTURE

WHY MAKE THIS ATLAS?

A company culture always exists whether we try to shape it or not. So why not strive for a culture we love? We started the book at 1.0 to emphasize that our culture, our beliefs, and what we value is constantly changing. Hopefully each new team member will contribute 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 when your manager isn't around. 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

How do you know you belong at Trendhim? Well, we made a list that might help explain who we are and whether or not Trendhim is a good match for you. Check it out.

FAILING { If you know that failures and mistakes are inevitable when 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 compliments.

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.

EGOS { 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.

F* POLITICS { If you're more focused on progress, product, the happiness of your teammates and customers, and not worrying too much about your title, status, or personal agenda.

You belong at Trendhim. (Ain't nobody got time fo dat).

THINKING { If you know improvements start with a change in thinking, and that questions are a great tool for that.

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 have 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-yeah-hold-my-beer feeling.

DIRECTIONS

We want to provide teammates with a direction on where we're going, not micromanage decisions on how to get there. This requires a lot of trust and is something we strive to be better at every single day.

Freedom and responsibility are both equally important at Trendhim.

OPEN WORK SPACE

We currently have an open work space. We also have corners, treadmill desks, bean bags, and smaller rooms available to everyone, some more and some less social, because that's sometimes part of being effective.

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 observant and respectful of our colleagues. Try to avoid long conversations on the phone or meetings across desks. We have plenty of quiet places for that.

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 and not planning. 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 constantly challenge themselves to ship projects faster and better.

LOOKING INWARDS, NOT OUTWARDS

We don't care too much about the competition or what other companies in the industry are doing. Instead, we constantly go 214 km/h doing our own thing, striving to improve ourselves way past the bar.

“In a race, you don't look at where the competitors are, you just run as fast as you can.” - Some guy who we agree with.

Of course this doesn't mean that we don't look elsewhere for inspiration, or try to avoid making the mistakes other companies before us have made. That would be stupid. It simply means we don't settle, we don't limit ourselves, and we wanna be the best.

FIGHTING GRAVITY

There's something comforting about going to work everyday, checking the boxes, and then going home. 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 up 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.

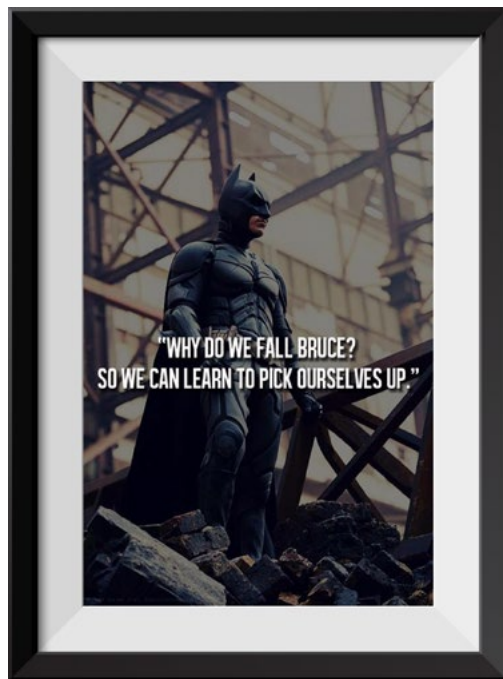
Slowing down is like gravity in many ways, you constantly have to fight it. We should constantly be pushing for progress and keeping our foot on the gas.

WHAT IF I SCREW UP?

Dust yourself off, absorb the lessons, 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 and making things happen 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 it's important that we're error tolerant, as colleagues and as a company. It's easy to fall in love with the idea of perfection and working in a way that reduces errors and risk, but that naturally reduces innovation. Instead, we focus on innovation, creativity, and growth, and accept bumps along the way as a natural side effect.

HOURS AND HARD WORK

First and foremost, everyone at Trendhim has the same set of rules and guidelines. However, we do 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.
- You arrive between 07:00-09:00 every day, and leave the office when it suits your schedule and responsibilities.
- 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 everyone to work at least 40 hours per week.
- We expect you to care whether the company or your team members need you.
- We don't take time off at Trendhim to counterbalance overtime, and there's no saving up hours.
- ... However, we very, rarely ask our team members to work overtime.

We try to avoid a strong 40 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 that 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.

Some people work 40 hours and some work 50. It's natural. As a company, it's important that we don't look down on those who work 40, but reward those who work 50! Specifically, it's important that we reward them with increased responsibility.

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 colleague's. 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.

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 where we gotta rely on a some solid broscience to move forward.

We try to always acknowledge what we don't know, and 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, full speed. No regrets, but carefully planned.

Internal 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 efficient decision-making by those who are as close to the project as possible.



HOW WILL I GROW AT TRENDHIM?

Being around smart team members will most likely be your biggest source of learning. But we encourage any and all 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 improving is a must for people who work at Trendhim. New thinking patterns are where change starts and we can't improve and move forward without change.

You should be spending 2-10% of your time acquiring new knowledge relevant to your individual field of work. More tools in the toolbox is how you build a skyscraper. An effective way to do this is by keeping up with RSS feeds from relevant resources. The online world is changing incredibly fast and we need to always be up-to-date.

We have a library corner. Borrow any book you like. We also have a Trendhim bookclub called Rafiki.

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 AND 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 a visitor, because he simply converts better. When he converts better, we make more money, so we can buy more 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 push each other to the next level, constantly enforcing personal growth and growth of the company, all while having a blast. They work together like yin and yang. 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.

Workflow upward spiral

If your teammates expect a lot from you and push you to meet your deadlines faster and better, and you do the same for them because you don't want to let the people who depend on you down, then you're engaging in a method of effective workflow that spirals all the way through an organization from top to bottom and back up again.

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, and the stronger we'll stand. We believe being aware of and nurturing upward spirals has been one of the key things that has made Trendhim grow so aggressively in the past 4 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, 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, making them leave the company in the end. 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 dependant 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

We gotta be honest, we're not huge fans of too many meetings at Trendhim. Conversations and discussions are awesome, but it's the stiffness of the meeting format that we feel can sometimes cause problems.

This is not to be looked at as a specific set of rules, but rather as a few guidelines of what we consider a successful meeting:

- Everyone comes prepared.
- Everyone knows the purpose of the meeting. Why are we here? It's a great question to start any meeting with.
- Everyone does their best to avoid sidetracking too far.
- Everyone walks out with a very clear idea of what to do next.

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 many times. Challenging limiting beliefs is important. When you think large scale, you make very different decisions. If you wanted to complete a triathlon, you’d train very differently than if you wanted to run a 5K.

ON 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 to-do 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 organization. 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 term wins, for the sole purpose of looking good, killing time, checking off a to-do, or impressing a colleague, should never be carried out or encouraged.

BEING NEW AT TRENDHIM

We thought we’d let a few team members who recently joined tell you what you can expect.



Kasper, Purchasing Manager

“When I started at Trendhim, we started with a week-long company introduction, among other things, we packed orders in the warehouse for half a day.

Starting out with warehouse processes has given me a solid foundation and understanding of the company from the ground up, and actually packing orders not only makes me respect the processes of the warehouse, but gave me insight into how the products really feel, what’s in stock, what we’re actually selling and ideas for improvements right away.

I have never experienced a warehouse that works as smoothly as Trendhim’s does. In my line of work as a purchasing manager it’s also a huge benefit to have the warehouse so close to my department. You always get a feel for new products, be on top of what’s coming in, and together with the warehouse manager we’ve established processes and workflows that help both departments.

The introduction week at Trendhim was an awesome start of my new job.”



Bjørn, Lead Growth Hacker

"I came to Trendhim somewhat by coincidence. I was accepted for a three month internship, and about three weeks in, I decided I didn't want to leave. Ever.

Trendhim sells men's accessories, but soon I learned that's just a clever cover. The deepest secret of Trendhim is this: It's all about the people.

I've worked so many places that claim the same. But I've worked exactly zero places that care enough about their people to stock dozens of personal and professional development books in the company library. Or offer monthly check-ins about what inspires me. Or supply foam rollers and lacrosse balls to aid my weird intra-day mobilization needs.

You see, it's entirely unnecessary to maintain a company library to develop a men's accessory business. It's definitely unnecessary to have lacrosse balls.

But those things develop people. I think that says everything about what kind of company this is.



Thomas, E-Commerce Manager

Trendhim is for sure the highlight of my career. I've never worked at a place with such dedicated colleagues, that all, including myself, directly shape the company every day.

My first week at Trendhim gave me so many new impressions about how a workplace can work that it gave me a headache. After a few months, I'm still riding the wave and look forward to going to work every day.

The culture at Trendhim is young and filled with weird humour and a ton of commitment. Things that all appeal to me, and things I constantly share with friends and family.

COMMUNICATION

We're located in Horsens Denmark, but about 50% 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 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 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.

Sooo?

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.
 - o I can make the deadline.
 - o I will double check my own dimensions.

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

Let me know if that works for you.

PMS AND BEING EFFECTIVE

We currently use Asana & Slack for all internal communication and project planning, but any communication software has the same challenge, that being instant messaging. In Slack instant messages are called “PMs”.

PMs are awesome. It’s fast, it’s informal, and it’s a chance for you and your colleagues to throw in 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 PMs are 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 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 message. Your colleague will then have to reply “Yeah, what’s up?”, and you can then start your messaging, 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, present it as a to-do. Put a due date, or an FYI with the expectation that it’s relatively urgent. The thing with PMs is that you cannot “unread” them. You’re basically just throwing the information to your colleague asking him/her to make a to-do themselves immediately.

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

GIF’S AND MEMES



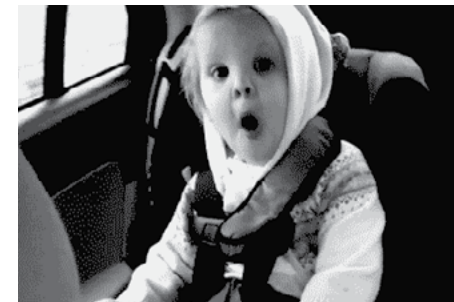
Sometimes words just don’t cut it, and that’s when memes and GIFs come in. We love them at Trendhim, and seek any opportunity to squeeze some in. It doesn’t really matter if it’s internal communication, team chats, privately, a board meeting presentation, company briefing, a briefing for the bank, or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

Exemplary uses of Gifs

Team member:

We just hit our milestone! :O

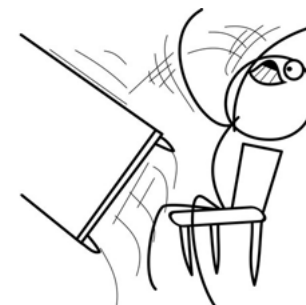
Your reply:



Team member:

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

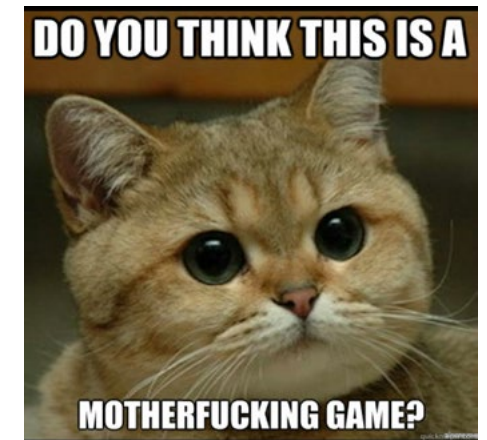
Your reply:



Team member:

I forgot to bring cake today. I’m sorry. I’ll remember tomorrow :-)

Your reply:



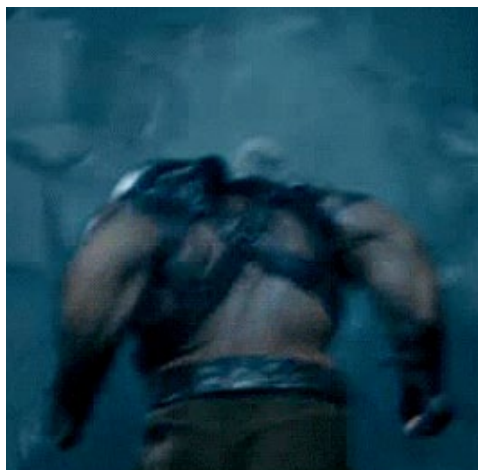
When you hit a wall at Trendhim.



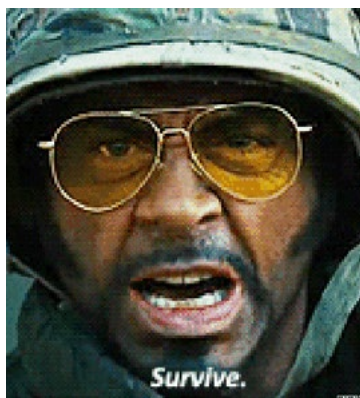
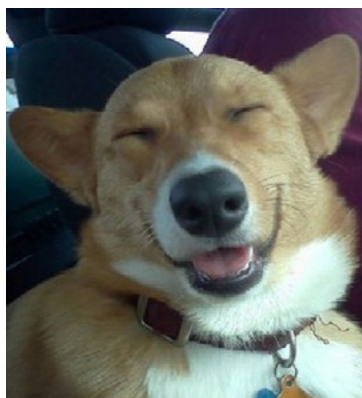
When someone suggests we 10x this project.



When someone points out to you, that what we're doing is bold and slightly risky.



Other office favorites:



..... And anything with cats, like anything.

PORTFOLIO

We've divided our designing and manufacturing efforts up into sub-brands. They all have a unique feel, identity, and product focus that will help every man tell his story.

THE TRENDHIM CORE CUSTOMER

David is a man, obviously, and 25-30 years of age. He's generally interested in fashion but doesn't see the need for diamond bracelets or wearing stuff from the latest fashion show in Paris. Nor does he understand why a tie should cost 200€. Unless it was made by magical Leprechauns, but they don't exist. So there's that.

- He's ambitious at work, but knows when to unplug.
- He occasionally enjoys spending time in nature.
- He loves being part of a group and wants to stand out while still fitting in.
- He prefers shopping from the comfort of his own home.
- He appreciates quality, but wants it at a fair price.
- He digs Hakuna Matata.

He generally looks for lifestyle products that fit his everyday schedule and needs, not just when it comes to accessories. And most importantly he's a positive, cup-half-full kind of guy who loves being around people that smile to the world.

TRENDHIM SUB-BRANDS

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



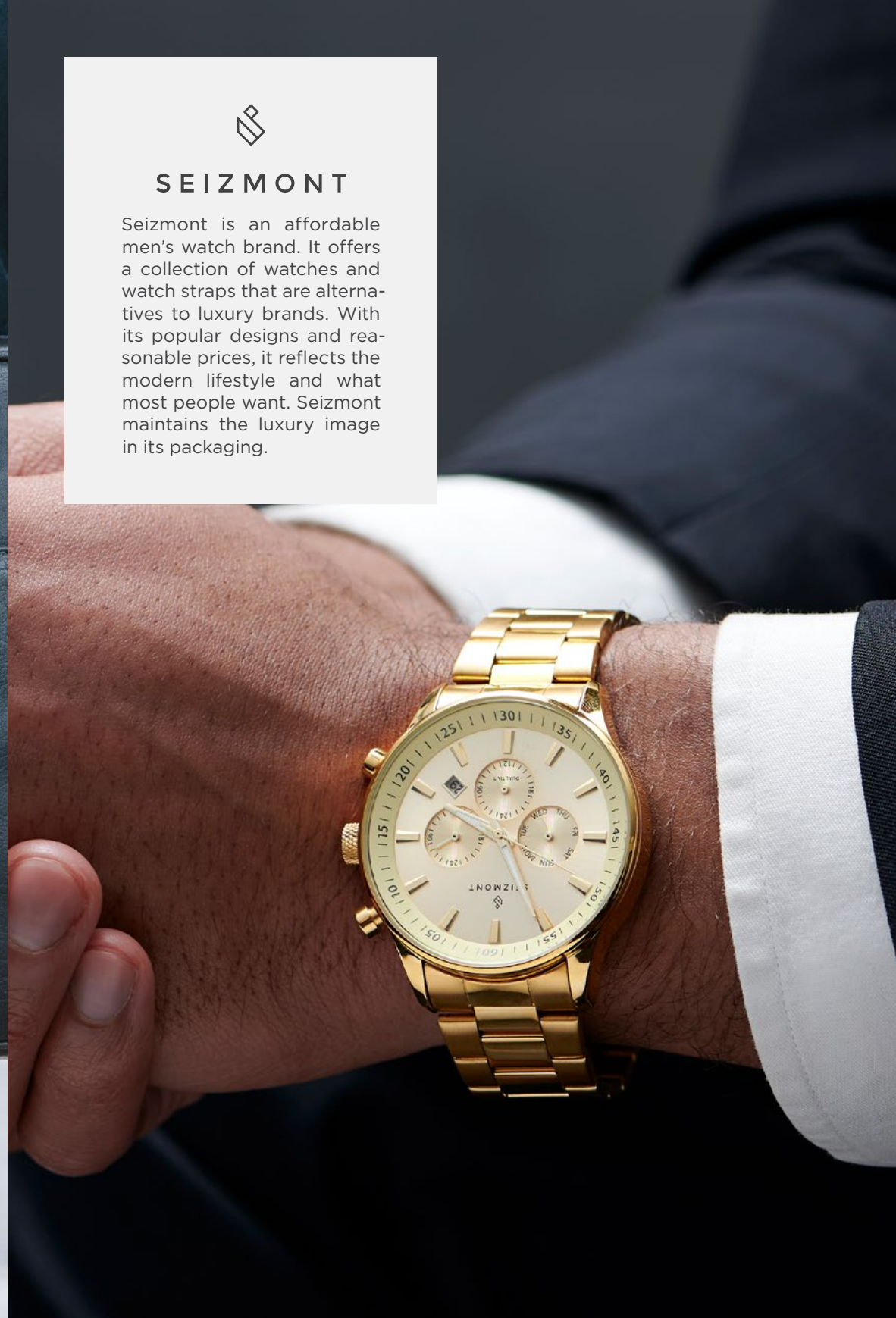
LUCLEON

Lucleon is a medium priced, men's accessories brand. It offers collections of leather bags, wallets, cardholders, wash bags, watches, rings, necklaces and bracelets. With it's quality products and 'loved by all', timeless designs, the brand reflects a casual lifestyle.



SEIZMONT

Seizmont is an affordable men's watch brand. It offers a collection of watches and watch straps that are alternatives to luxury brands. With its popular designs and reasonable prices, it reflects the modern lifestyle and what most people want. Seizmont maintains the luxury image in its packaging.





Northern
Jewelry

Northern Jewelry is classic and high-quality men's jewelry collection. It offers a selection of rings, cufflinks, tie clips, necklaces, lapel pins and tie chains. Brand reflects classic and clean danish design. We want to make jewelry which is meaningful for it's user weather is to make statement or celebrate important moments.



SALT & HIDE
MEN'S LEATHER GOODS

Salt & Hide is a brand that offers accessories for men with a laid back outlook that features great quality at an affordable price. is brand includes a wide selection of bags, wallets, cardholders, belts, and bracelets. Salt & Hide items are suitable both for busy city life as well as casual living.



Sidegren is medium to high medium priced men's collections for accessories. It offers a collection of watches, watch straps, cardholders, ties, tie-bars and cufflinks. Brand strongly reflects contemporary scandinavian design and lifestyle with it's clean style carefully thought products.



BOHEMIAN REVOLT
REDOING THE CLASSICS

Bohemian Revolt is a collection of premium neckties, scarves, bow ties, and pocket squares. All Bohemian Revolt items are dispatched in a beautiful box which makes them perfect for gift-giving. Bohemian Revolt produces high-quality products with neat little details at an affordable price.



Fawler is a premium men's accessories brand. It includes a selection of leather bags, wallets, and hats for gentlemen with demanding taste. With its classic quality items, Fawler offers design, style, and functionality for everyday use...



Lazy bear is medium priced men's bag brand. It offers a selection of backpacks, wallets, messengers and week-enders. With its classic bags, Lazy Bear offers design and functionality for the everyday traveller.

M | Moody Mason

Moody Mason is a men's jewelry brand with attitude. It offers collections of rings, bracelets, and necklaces. Moody Mason makes great statement jewelry with masculine and rugged designs at competitive prices.



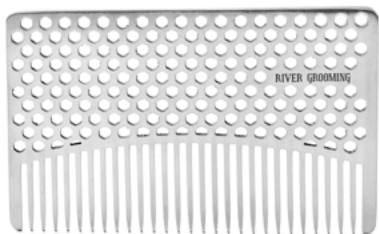
WAYKINS

Waykins is a medium-priced men's sunglasses brand. It offers a selection of eyewear that looks luxe but comes with affordable price tags. We offer the customer trendy and carefully designed products with great attention to detail. Waykins packaging is always functional and reflects the brand's laid-back and on-the-go lifestyle.



RIVER GROOMING

River Grooming is a collection of men's grooming products. It offers a selection of combs, beard brushes and razors. We want to make functional and visually cool grooming products for everyday use. An affordable price is a must.



PAST, PRESENT & FUTURE

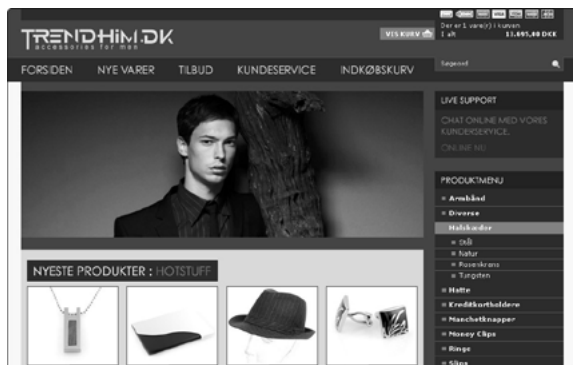
OUR JOURNEY SO FAR

With about 4000 euro of hard-earned money doing paper routes and binding flowers (a story for another time), we embarked on this great adventure. We had fire in our stomachs and wanted to build something awesome! It's been a long ride, and here we are 10 years later, with this Atlas.

Here's a timeline of some highlights in the Trendhim history, and if you're interested, you can read the full story here: www.trendhim.com/story.

- 2007 ● Sebastian and Mikkel founded Rundstykket I/S, a company that wakes up at 4am every weekend to deliver bread. But that sucked, so they founded Gleam.dk, an online store selling jewelry for men. 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.
 - We had boxes with products everywhere in our 83m2 apartment. Mikkel and Sebastian slept on the floor in the living room. This went on for a few years and we put food on the table by having a part-time job at the post office.
 - Selling online proved more difficult than we initially expected, and the journey of learning everything from coding websites, marketing, accounting, and much more began.

- 2009** ● We changed the name to Trendhim and got a new website with a disturbing looking pink theme.



- We were finally able to get a small paycheck from Trendhim every month giving us the opportunity to really focus on the business.

- 2010** ● Lacking space for products, Mikkel and Sebastian moved into a 200m² villa. They were still operating Trendhim from home.

- ... Mikkel and 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. Also, a small office, but we weren't really using that, we were still working mostly from home.



- It started to feel like a real company.
- ... But Mikkel and Sebastian were still doing everything on their own, from answering the phone, doing bookkeeping, to packing orders, and running marketing.

- 2012** ● Lucleon was born.

- We got our first part-time employee to pack orders.

- 2013** ● Martin joined the company.



- ... Martin slept in Sebastian's apartment for a month to shorten his commute.
- Energy drink consumption in 2013 might have qualified for a sponsorship with Red Bull.

- 2014** ● Trendhim opened in four new countries and doubled the amount 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 which we have since expanded further.

- 2016** ● The team grew with more incredibly amazing people.

- We opened 11 new countries that year covering most of Europe.
- Our core value, Hakuna Matata, was born.
- Reached a milestone of 5.000 products online.

- 2017** ● —○ Trendhim now employs more than 50 people, sell to 25 countries, are currently expanding outside Europe and have 10 house brands in our portfolio.
- Trendhim became the 10th fastest growing company in all of Denmark across all industries, as a Børsen Gazelle.
- 2018** ● —○ Reached a milestone of 10.000.000 EUR in revenue in one year.
- 2019** ● —○ We moved to our new and current, 3000m2 large warehouse and office space. To us, it felt like stepping into the “big leagues”.
- We now have 12 house brands and more than 1700 brand products.

HIGHLIGHTS FROM OUR JOURNEY

More than 10 years have passed. A lot of small steps, big leaps, side steps, wrong directions, crashes, and successes later, here we are. We thought we'd share five highlights from our journey that helped shape the company into what it is today in one way or another.

1. We're self-funded, and we haven't ever brought in outside financing. Since our earliest days this has been incredibly important in providing freedom to shape the company and its business practices.

2. We opened a physical Trendhim flagship store in November 2016. An eight-month side project turned out to be a massive one. We closed the store in 2017, an experience that will shape the way we look at distribution in the future.



3. In 2016, we opened in Russia, the only country where we have admitted defeat and closed the -business. But we'll be back, like Rocky IV all over again.

4. ... We still have an energy drink consumption that might qualify for a sponsorship with Redbull.

5. We pride ourselves in operating everything in-house, also something we've learned along the way that's key for us. (And a key reason behind some of our failures). Meaning besides logistics, banking, and accounting, we don't really have any third party partnerships and we doubtedly ever will.

PRESENT

We feel we sell to a lot of countries, but do we really?
A nice visualisation here of exactly that.



And here's the list of countries and the year we officially opened our digital doors for customers.

- 2007** Denmark
- 2014** Sweden, Norway, Finland, Netherlands
- 2016** Germany, France, Spain, Poland, Switzerland, Austria, Belgium, Spain, Czechia, Italy, United Kingdom, Ireland
- 2017** Bulgaria, Slovakia, Hungary, Greece, Portugal, Romania, Australia, Singapore, USA
- 2019** South Africa, Canada, New Zealand

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.

Men's accessories are not about dressing up for special occasions, nor are they reserved for a specific group of men. It's not about gimmicks or necessarily looking good. It's about expressing what makes you your own, telling your story, and one way to do that is through the smaller things you wear, accessories.

We want to help every man tell his story.

TRENTHIM Q&A

Does this book even matter?

Yes.

Do people at Trendhim live by these guidelines?

They are an important part of Trendhim. We all try as much as possible, each in our own way, but most importantly it's a broader sense of direction that lays the foundation for how we think.

Do you have decaf coffee?

Do you mean water?

Hakuna Ma.. What?

Were you born an adult with no childhood?

Is swearing allowed at Trendhim?

Does a 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.

Why is this book so long?

Why are you being a smartass?

Why is your meeting room called the Rocket Room?

Rockets go fast, don't they? They also occasionally blow up. Occasionally!

What does a regular Trendhim workstation consist of?

A big ass screen, a MacBook, a noise cancelling headset, Spotify, and whichever accessories you need 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?

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

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

What do you see as some of your biggest challenges ahead?

Recruiting enough talent, capital, and thinking big enough.

Are you hiring?

Always. Write job@trendhim.com

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