

Bespoke and Ethical Cashmere from Inner Mongolia



sandriver



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

Care | Craft | Comfort



sandriver

*"Be true to the product,  
Be good to the vast country,  
Be respectful to the herdsmen."*

*——Juliet Guo*

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Juliet Guo's Aunt Lan with baby goat



## From Inner Mongolia to Paris

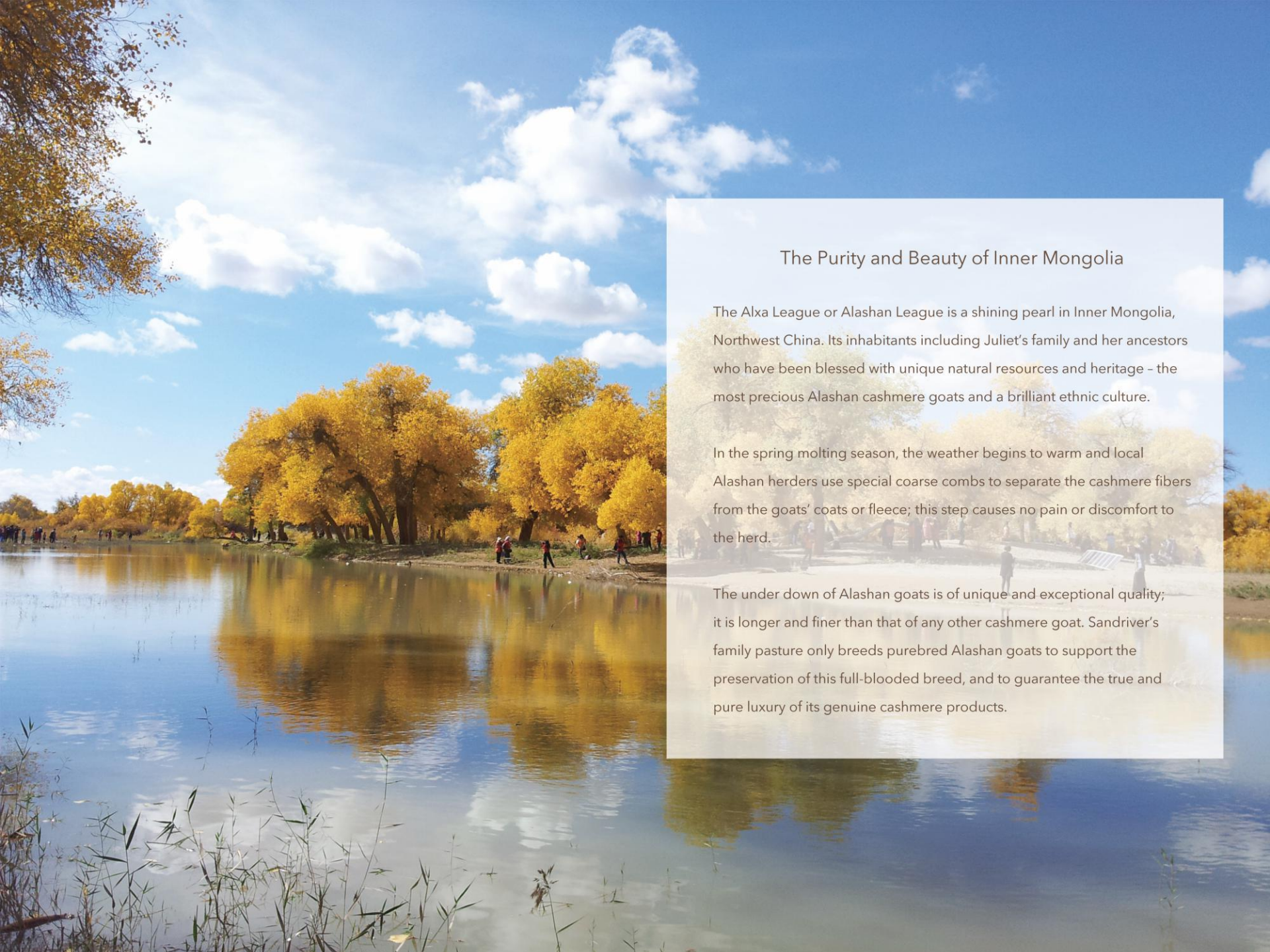
Endowed with the unique natural resources and magnificent prairies, Inner Mongolia is not only my home but also the birthplace of Sandriver Cashmere. Deeply care about the sustainable development of cashmere production, I have spent 20 years to build up Sandriver's own industry supply chain and modernized the cashmere production with a sustainable approach after my work in Germany.

Sandriver has strived to be the epitome of socially responsible cashmere producer through our humane operation of Sandriver's family pasture in Inner Mongolia, our care for preserving the environment and tradition throughout the production; and our determination in harmonizing craft and technology at our Research & Development Centre in Shanghai.

Through the debut of Sandriver in Paris, we hope to share with the global market our core values - Care, Craft and Comfort, and offer our expertise to create unique experience for our patrons.

郭雪莹

Juliet Guo, Founder of Sandriver



## The Purity and Beauty of Inner Mongolia

The Alxa League or Alashan League is a shining pearl in Inner Mongolia, Northwest China. Its inhabitants including Juliet's family and her ancestors who have been blessed with unique natural resources and heritage - the most precious Alashan cashmere goats and a brilliant ethnic culture.

In the spring molting season, the weather begins to warm and local Alashan herders use special coarse combs to separate the cashmere fibers from the goats' coats or fleece; this step causes no pain or discomfort to the herd.

The under down of Alashan goats is of unique and exceptional quality; it is longer and finer than that of any other cashmere goat. Sandriver's family pasture only breeds purebred Alashan goats to support the preservation of this full-blooded breed, and to guarantee the true and pure luxury of its genuine cashmere products.

## Creative and Original Design

Sandriver works closely with both local and international designers and artists to create original fashion and home collections for private collectors, fashionistas as well as the high-end hospitality industry.

*Sandriver's technical realization is something that I have been longing for. Therefore, our cooperation is as natural as a destiny."*

*—Junko Koshino, The Chief designer of Sandriver*





## Craftsmanship

Juliet Guo, Sandriver's founder, holds over 200 personal patents and is regarded as a pioneer in the field of innovative textile technology. Under her leadership, the Research & Development Centre of Sandriver which is situated at the Jinshan District of Shanghai hosts a team of experienced craftsmen and textile experts. The team's vision is to integrate the delicate traditional arts and crafts skills into modern cashmere production; to redefine the qualities and meaning of 'Made in Shanghai'.

To wear a unique piece of art  
Handmade Cashmere Felt Collection

To the ancient nomads in Inner Mongolia, the felt making process was seen as an expression of common efforts and a benediction among the participating families. Today, Sandriver has shared these tradition and techniques through its collaboration with designers and artists to create unique pieces for fashion and home. The brand also hosts regular workshops for its patrons to experience the joy of kneading, rubbing and shaping in the felting process.



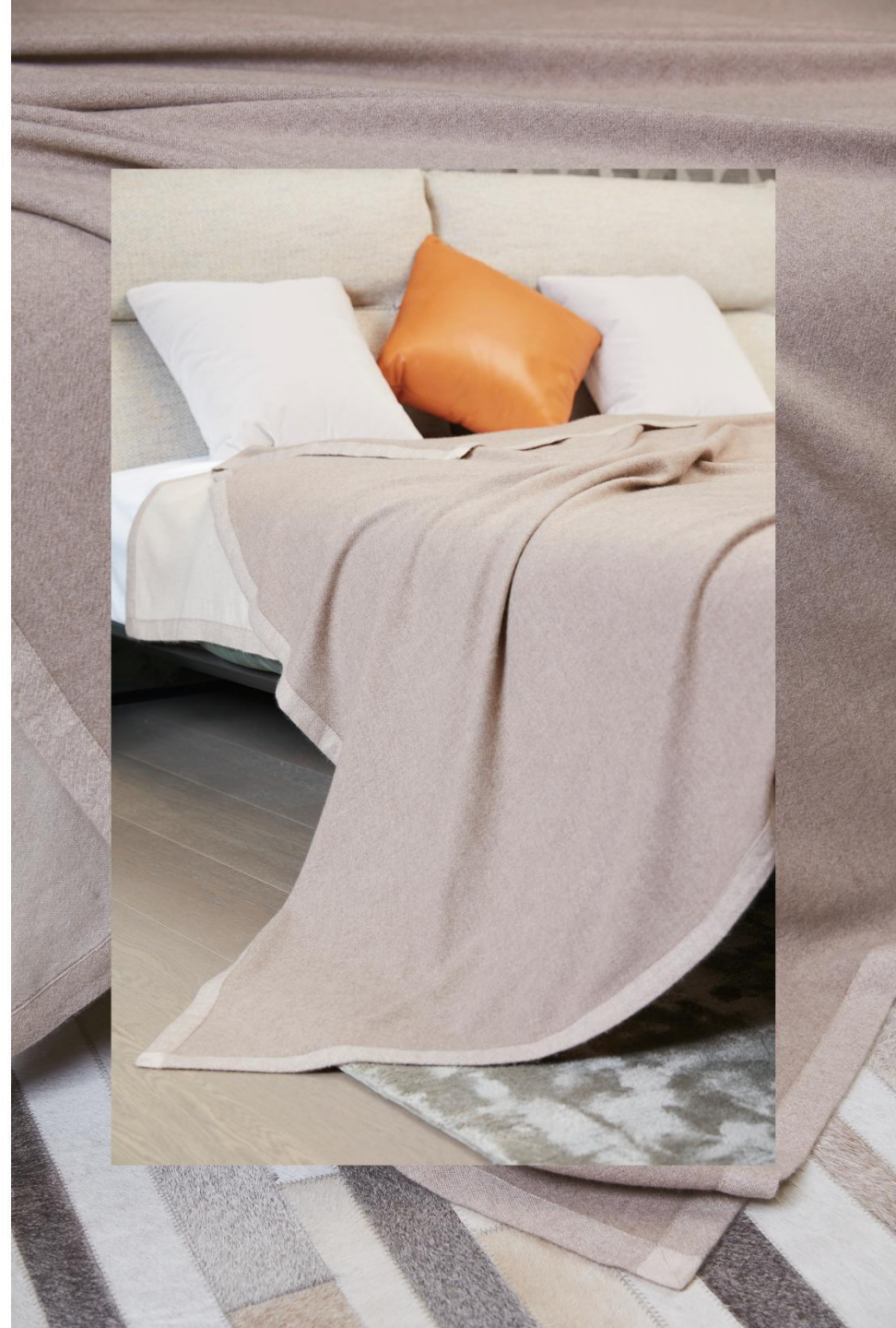






Home is where the heart is  
Bespoke Home & Interior Collection

The top quality of cashmere fibers nurtured and hand-combed by Sandriver's herdsman offer ever-lasting warmth and comfort to anyone at home or on the road. The collection includes loungewear sets, throws, slippers, etc. which are available in a range of earth tone colors.



## Project

To further promote the sustainable values and irreplaceable comfort of cashmere, Sandriver has been working closely with some of the most forward-looking hoteliers who meticulously create bespoke experience for their guests. In Aman Yangyun Shanghai, Aman Yihe Beijing, Aman Laos and Aman Tokyo, Sandriver has customized a series of cashmere bedspreads for the guest rooms.



With the Rosewood Hotels and Resorts in Bangkok, Beijing, Hong Kong, Guangzhou and Sanya, Sandriver's cashmere have been tailored to the various needs in the guest rooms, spa as well as staff uniform. Selected collections are available in some of the hotel gift boutiques where the guests could take home a meaningful souvenir of their memorable stay.





From the community of Sandriver with love