

# Sandriver: Craft, Comfort, and Conscious Luxury

## Brand Story

Sandriver is a Shanghai-based cashmere producer with deep roots in the magnificent grasslands of Inner Mongolia and extending to the "Roof of the World" in Tibet.

The brand's story is intertwined with the unique natural resources of Inner Mongolia and the vision of its founder, Juliet Guo. With 35 years of experience in cashmere, Guo is passionately dedicated to sustainable production. She spent 25 years meticulously building a proprietary supply chain to ensure the superior quality of cashmere fibers while safeguarding the livelihoods of local herding communities. Her background working in Germany has enabled her to modernize cashmere production through a sustainable lens. As a result, Sandriver stands as China's first international cashmere brand committed to fully bespoke and ethical manufacturing.

"Sandriver strives to be a model of social responsibility," says Juliet Guo. "This is reflected in the humane management of our family pasture in Erdos League, Inner Mongolia; our dedication to preserving the environment and tradition throughout our production process; and our commitment to harmonizing craftsmanship with technology at our Research & Development Centre in Shanghai."

## Brand Core & Vision: Care, Craft, and Comfort

Sandriver sources its luxurious cashmere from family-owned ranches in Inner Mongolia and Tibet. The brand is celebrated for its unique designs, exceptional craftsmanship, and a profound respect for traditional Chinese culture.

Dedicated to creating only the finest quality cashmere, Sandriver partners with forward-thinking creators and clients, including designer Junko Koshino, artist Francesca Brenda-Mitterrand, The Aman Hotels Group, and The Rosewood Hotels and Resorts. Together, they champion the sustainable values and unparalleled comfort of cashmere. "Sandriver's technical expertise is something I have long admired. Our collaboration feels as natural as destiny," commented Junko Koshino, the highly acclaimed Japanese fashion designer who has worked closely with Sandriver for years.

## More About Sandriver

- [Sands of Desires, Rivers of Livelihood](#)
- [Home of Sandriver and History of Cashmere Felt](#)

Erdos League, a shining pearl in Inner Mongolia, is the ancestral home of Juliet Guo's family. This region is blessed with unique natural resources and heritage, including the precious Erdos cashmere goats and a rich ethnic culture. During the spring molting season, local herders gently comb the cashmere from the goats, a process that causes no harm or discomfort to the animals.

For Inner Mongolia's ancient nomads, felt-making was a communal effort and a blessing among families. Today, Sandriver honors these traditions by collaborating with designers and

artists to create unique pieces for fashion and home. The brand also hosts regular workshops, inviting patrons to experience the joy of kneading, rubbing, and shaping felt.

- **Quality of Sandriver's Cashmere Fibers**

The underdown of Inner Mongolia goats is exceptionally long and fine. Sandriver's family pasture exclusively breeds purebred goats to preserve this heritage breed and guarantee the authentic luxury of its products. The brand has established direct, long-term supply relationships with 30 herding families, each tending to around 2,000 goats.

Sandriver uses only cashmere with a length exceeding 36mm and a fineness of 13-15 microns. This superior quality allows the fiber to be woven into the famed "200-count" scarves, where one gram of cashmere is spun into 200 meters of yarn.

- **Sustainable Approach**

Sandriver seamlessly blends tradition with modernity, continuously innovating its products. The brand is deeply committed to animal welfare, supporting local herding families, and empowering women.

In 2012, Juliet Guo established the Sandriver Foundation, an education fund dedicated to improving learning environments for pastoral children. The foundation also invests heavily in the Erdos Grassland as a global cashmere base, working to protect the pure Erdos goat breed and rebuild the harmony between culture and nature.

Guo herself holds over 200 patents and is a pioneer in innovative textile technology. At Sandriver's R&D Centre in Shanghai's Jinshan District, a team of experienced craftsmen and experts works to maintain cashmere's natural flexibility. The brand utilizes natural dye colors derived from grasses and insects of the Inner Mongolian prairies. When necessary, only high-grade, eco-friendly dyeing auxiliaries from Germany are used.

- **Empowering Himalayan Women**

Sandriver empowers women in remote areas by providing job opportunities and professional growth. This initiative allows them to learn new skills locally, increase their income, and support their families.

The "Ten-Year Revival Plan for Pulu" project exemplifies Sandriver's core values of respecting traditional craftsmanship and the artisan spirit. In recent years, Guo has lived in the snowy Himalayas of Tibet, at altitudes of around 5,000 meters, to help revive Pulu, a traditional Tibetan handicraft on the verge of being lost. By sharing her expertise with local women, she ensures this precious cultural heritage endures.

- **Experience in the Global High-End Hospitality Industry**

Sandriver collaborates closely with leading hotels to craft bespoke guest experiences. It has customized cashmere bedspreads for Aman resorts in Shanghai, Laos, and Italy. For Rosewood Hotels and Resorts in locations like Bangkok, Beijing, Hong Kong, Guangzhou, and Sanya, Sandriver has tailored cashmere products for guest rooms, spas, and staff uniforms. Selected collections are also available in hotel gift shops, offering guests a meaningful souvenir of their stay.

## **Contact Us**

For more information or inquiries, please contact us:

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