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NAADAM 'Nomadic' Cashmere: Sweaters with substance....

NOMADIC CASHMERE

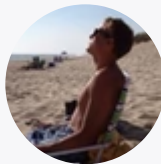


SWEATERS WITH SUBSTANCE

100% HAND HARVESTED, 2-PLY, NOMADIC CASHMERE FIBERS

• • • • •

It's versatile, it's adaptive, it's contemporary, it's cool - luxury garments designed and knit to bring out the nomad in all of us.



Created by

[Matthew Scanlan](#)

460 backers pledged \$103,493 to help bring this project to life.

📅 Last updated [March 20, 2014](#)

Campaign

Rewards

FAQ ¹

Updates ¹⁷

Comments ¹⁰⁹

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NOMADIC CASHMERE



SWEATERS WITH SUBSTANCE
100% HAND HARVESTED, 2-PLY, NOMADIC CASHMERE FIBERS

• • • • •

📍 [New York, NY](#) 🏷️ [Fashion](#)

\$103,493

pledged of \$20,000 goal

460

backers

Looking good is important but so is feeling good. Click that button over there that says "Back this Project" and help support Naadam Cashmere!

SWEATERS **WITH** SUBSTANCE

———— Why Naadam Is Special ————

It's fashion and luxury but we built it with substance. We use the highest quality cashmere fibers sourced from our nomadic friends in Mongolia's outer plains. These garments don't pill, they don't fall apart, they are incredibly soft and they are durable. They fit better and get softer every time you wear them.

Not only have we made the perfect sweater and designed unique styles, but we did it all so we could give back and change the way we (meaning you!) define what 'luxury fashion' should really mean.



————— As Seen In —————

REFINERY29

NEAST  STYLE

The Hartford Courant

THE  **SUN**

The Herald-Mail

IMAGE  GRANTED

KY3

WSBT22
LOCAL NEWS LEADER

WSN

2  **KTUU**

————— What We Make —————

Making a cashmere garment is like optimizing a formula. You have to balance the equation between ply, gauge, micron (fiber thickness), fiber length, and then the fit has to be

perfect! Every detail matters.



Our designs are inspired by the people we design for...our friends. Our cashmere is durable to fit that urban nomadic lifestyle but also luxuriously soft. Our signature and limited edition pieces are totally unique and built for purpose. There is nothing else like Naadam Cashmere!

— Details —

The devil is in the details. From the zippers to the cord stoppers, we have diligently crafted detail into every garment.



———— The Kickstarter Offer ————

When you give, you get...100% Mongolian Cashmere at **wholesale prices!**

CONSCIOUS CASHMERE

WHOLESALE PRICES

LUXURY FIBERS

Our Impact Process

We start with the Mongolian Nomadic herders where we get our raw fibers, we then manufacture our sweaters in Mongolia. From there the garments get sold to you! We take 10% of all our profits and invest in the World Banks livestock insurance program that protects those same nomadic herders we sourced our raw fibers from.



Profits get circulated to the base of our supply chain via micro-economic investments in livestock insurance. Every garment purchased will contribute to herd insurance that directly provides economic and cultural stability for the herders.

———— Why Support Naadam? ————

The 'cashmere game' lacks INNOVATION, both from a DESIGN standpoint as well as a BUSINESS MODEL perspective. It needs to be REDEFINED.

Our garments represent an education in what cashmere should really feel and look like. However, it is a capital-intensive business so we need your help. Supporting a business that stands for integrity defines the supporter.

- At **\$20,000** we can fund sample orders for our new collection and expand internationally through brick and mortar sales. *Impact:* We pay the livestock insurance premiums for 25 of our Mongolian nomadic herding families in Outer Mongolia.
- At **\$55,000** we fund the development of a full-on ecommerce platform so we can lower prices but still offer superior quality. *Impact:* We offer financial stability to nearly 65 nomadic herding families in multiple provinces.
- At **\$100,000** we can expand on our inventory offering, lower our prices and speed up delivery time. *Impact:* Approximately 100 nomadic Mongolian herding families are supported.
- At **\$150,000+** we (meaning you!) can really start changing the fashion industry. *Impact:* We can now start diversifying our investments into other programs and give back to stabilize our supply chain.

———— Stretch Goals ————

New Stretch Goals

\$50,000
CASHMERE COMB



\$75,000
NEW COLORS UPGRADE



\$100,000
THE NOMAD BRACELET



- At **\$50,000** every backer gets a free cashmere comb. Unlocked!
- At **\$75,000** we unlock three more color options for the Howland Jumper. Many backers have inquired about the availability of either one or more pastel colors. If reached, backers can upgrade to the following colors: Carmel Pink / Light Yellow / Light Turquoise. Unlocked!
- At **\$100,000** we throw in The Nomad Bracelet for free. Everyone who has backed us will receive one. People who have backed The Nomad Bracelet as a reward will receive two.

————— Cashmere Rewards —————



THE NOMAD BRACELET: \$20



BENNETT SCARF



BAIOCCO BEANIE



NATION SOCKS

SEE MORE COLOUR OPTIONS BELOW!

SACHEL CABLE



XS / S / M / L / XL

NAVY / GREEN / HEATHER GREEN / CHARCOAL

\$ 226

SACHEL CABLE: \$226

CAMPBELL ZIP HOODIE



XS / S / M / L / XL

Grey-Red / Grey-Navy / Navy-Grey / Navy-Goat

\$ 190

CAMPBELL ZIP HOODIE: \$190

BURNS RIB CARDIGAN



XS / S / M / L / XL

HEATHER GREY / NAVY / HEATHER GREEN / GOAT / CHARCOAL

\$ 200

BURNS RIB CARDIGAN: \$200

WYCKOFF CABLE VEE



XS / S / M / L / XL
NAVY / GREY / GOAT / RED
\$ 180

WYCKOFF CABLE VEE: \$180

YEAGER CABLE ZIP



XS / S / M / L / XL
NAVY / GREY / CREAM / GOAT
\$ 225

YEAGER CABLE ZIP: \$225

HOWLAND JUMPER



XS / S / M / L / XL

NAVY / GREY / CHARCOAL / BLACK / RED / ORANGE

\$ 140

HOWLAND JUMPER: \$140

CADET COLBY CONTRAST HOODIE



XS / S / M / L / XL

GRAY-NAVY / GRAY-RED / NAVY-GREY / CHARCOAL-GREY

\$ 160

CADET COLBY CONTRAST HOODIE: \$160

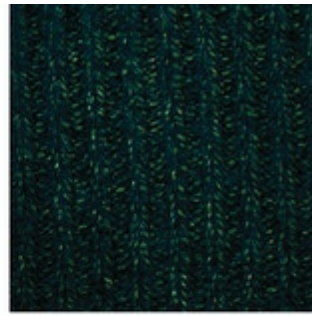
Colors



CHARCOAL



NAVY



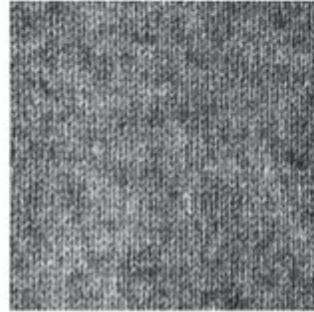
HEATHER GREEN



HEATHER GREY



GOAT



GREY



RED



BLACK

Sizing

The fit and sizing on Naadam Cashmere sweaters is very close to the way J-Crew fits.

MENS REGULAR SIZES - US				
SIZE	CHEST	WAIST	ARM LENGTH	WOMENS
XS	32 - 34	26 - 28	31 - 32	2 - 4
S	35 - 37	29 - 31	32 - 33	6 - 8
M	38 - 40	32 - 34	33 - 34	10 - 12
L	41 - 43	35 - 37	34 - 35	14 - 16
XL	44 - 46	38 - 40	35 - 36	
XXL	47 - 49	41 - 43	36 - 36.5	

Campbell Zip Hoodie

Cadet Colby Contrast Hoodie

XS / S / M / L / XL



Grey-Red



Navy-Grey



Grey-Navy



Navy-Grey

Burns Rib Cardigan

XS / S / M / L / XL



HEATHER GREY



NAVY



HEATHER GREEN



CHARCOAL

BURNS RIB CARDIGAN: \$200

Vimeo

Join the web's most supportive community of creators and get high-quality tools for hosting, sharing, and streaming videos in gorgeous HD with no ads.

[Read this on vimeo.com >](#)

Co-Founder Matthew Scanlan walking the streets of SOHO, NYC with the Burns Rib Cardigan. We wanted to show you what complete strangers say about our garments! Check

it out!

Follow the Naadam Cashmere Vine account to see videos of our sweaters and more colors!



FRONT



SIDE



BACK



FRONT



SIDE



BACK





FRONT



SIDE



BACK



FRONT



SIDE



BACK



FRONT



SIDE



BACK





————— Thank You —————

Thank you so much for your support!! We are not going to be able to do this without you!

Special Thanks: Adam Butterfield, Kellock Irvin, Nicholas Toby

Check us out at:

Teich: www.teichdesign.com (Accessories Only)

22 8th Ave New York, NY 10014

Sterling & Burke: www.sterlingandburke.com

Risks and challenges

We have spent 3 years working with our manufacturers building a strong working relationship. We have a unique but validated supply chain as well as a strong network of supports and advisers.

We also realize that mistakes happen and some things are just out of our control. However, we require a unique level of transparency throughout our production process so we can deliver the same transparency to our customers. We will be continuously updating you to ensure all delivery dates are made on time!

[Learn about accountability on Kickstarter](#)

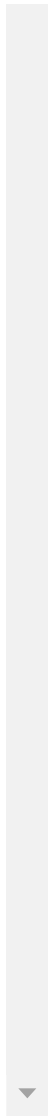
Questions about this project? [Check out the FAQ](#)

[Report this project to Kickstarter](#)

Funding period

Apr 6 2013 - May 16 2013 (40 days)





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