

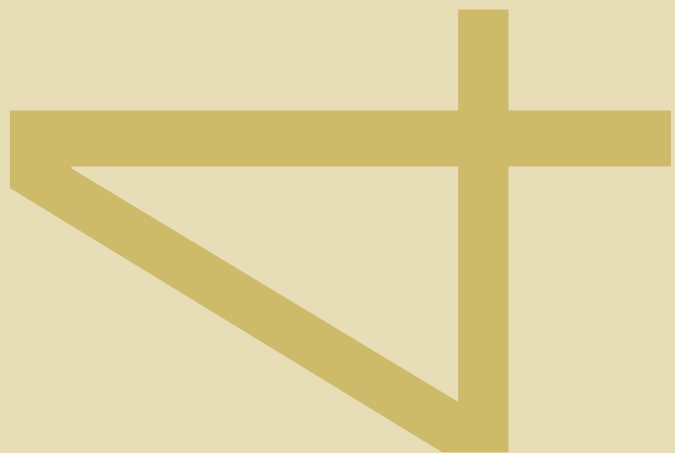
petit

is

here



lookbook



♥ this is petit
mindfully made essentials

100% merino wool
mulesing free, naturally

100% cotton
organic, naturally

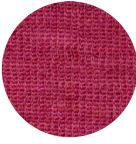

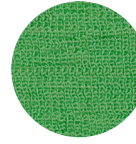
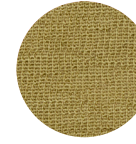


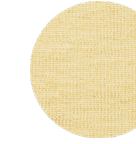

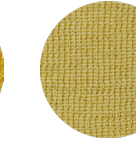
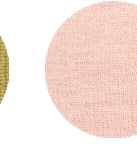
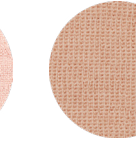
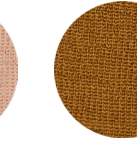




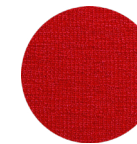

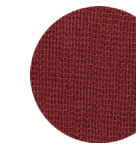

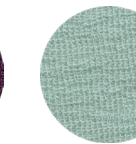
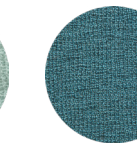
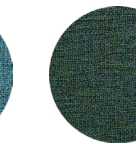
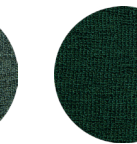

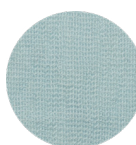
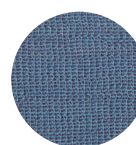
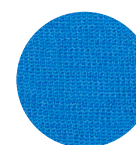
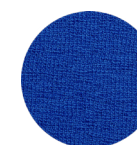
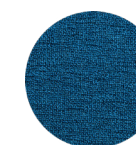
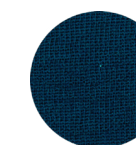

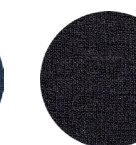
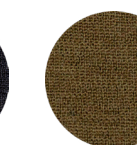
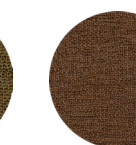






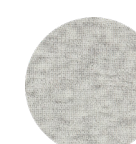





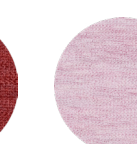




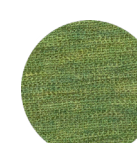
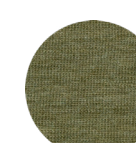



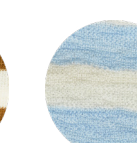










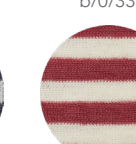


designed & knitted in denmark
cut by hand & made with love
produced in poland

mix & match
your own collection
everything is
made to order

shop online 24/7
buy only what you need
when you need it
no minimum

that's ... easy to love

baby · merino wool

 camelia melange 330 ●	 soft orange 385 ●	 pistachio green 48 ●	 moss 44 ●	 raw white 0	 almond milk 08	 soft yellow 28	 lemon curry 118	 leek green 94	 rose 500	 nude 16	 bronze 33
 pink 333	 cerise 69	 raspberry 495	 coral 37	 chili red 39	 rust 133	 earth red 310	 aubergine 68	 seafoam green 46	 zinc 776	 granite 70	 bottle green 74
 stone 59	 blue mist 52	 stormy sea 42	 milky blue 55	 cobalt blue 390	 denim blue 73	 petrol blue 77	 blue mood 71	 navy blue 72	 dark olive 98	 chestnut 134	 chocolate chip 135
 raven 260	 charcoal 67	 black 878	 anthrasite melange 58	 steel grey melange 409	 dawn grey melange 61	 elephant melange 63	 sand melange 07	 earth melange 170	 camel melange 181	 terracotta melange 166	 violet ice melange 818
 sky blue melange 817	 indigo melange 660	 midnight blue mel. 104	 plum melange 904	 grasshopper melange 92	 capers melange 983	 grain melange 34	 raw white/ lemon curry b/0/118	 raw white/ bronze b/0/33	 raw white/ sky blue melange b/0/817	 raw white/ milky blue b/0/55	 raw white/ denim blue b/0/73
 almond milk/ camelia melange b/08/330 ●	 raw white/ rust b/0/133	 raw white/ grasshopper melange b/0/92	 seafoam green/ capers melange b/46/983	 raw white/ navy blue b/0/72	 raw white/ black b/0/878	 raw white/ black s/0/878	 charcoal/ dawn grey melange s/67/61	 raw white/ earth red s/0/310	 raw white/ zinc s/0/776	 raw white/ earth melange s/0/170	

baby · merino wool



alfie
101001
helmet
52/56 · 62/68



olly
101002
knot hat
52/56 · 62/68 · 74/80 · 86/92



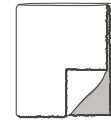
milo
101003
bootie
52/56 · 62/68



matti
101004
mittens
52/56 · 62/68



juno
101010
balaclava
52/56 · 62/68 · 74/80 · 86



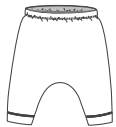
loui
101012
baby blanket
one size



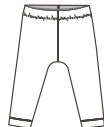
101014 ●
patch & repair kit
3 colour combinations



agnes
102008 ●
spencer w/ pocket
52/56 · 62/68 · 74/80 · 86



eddie
103002
pants
52/56 · 62/68 · 74/80 · 86



billie
103003
leggings
52/56 · 62/68 · 74/80 · 86



luca
104001
shirt r-neck l/s
52/56 · 62/68 · 74/80 · 86



esther
104002
ruffle neck shirt l/s
52/56 · 62/68 · 74/80 · 86



irma
105001
skirt
52/56 · 62/68 · 74/80 · 86



molly
107001
tunic dress
52/56 · 62/68 · 74/80 · 86



storm
106001
body l/s
52/56 · 62/68 · 74/80 · 86



sigge
106002
body
52/56 · 62/68



dara
106003
suit l/s
52/56 · 62/68 · 74/80 · 86



miley
106005 ●
boxy overalls
52/56 · 62/68 · 74/80 · 86



saga
108001
cardigan r-neck
52/56 · 62/68 · 74/80 · 86

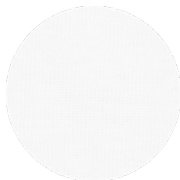


theo
108004
cardigan v-neck
52/56 · 62/68 · 74/80 · 86



yuri
108005 ●
kimono cardigan
52/56 · 62/68 · 74/80 · 86

baby · organic cotton



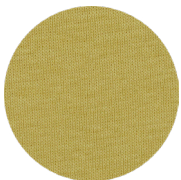
white
01



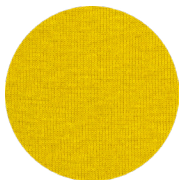
light khaki
11●



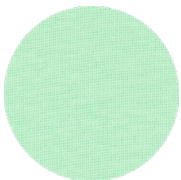
capers
1983



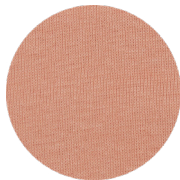
leek green
94



lemon curry
118



pastel green
157



nude
16



rust
133



raw white/rust
b/0/133



raw white/chestnut
b/0/134



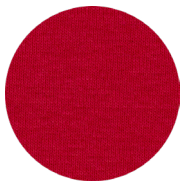
chestnut
134



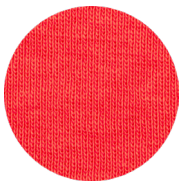
bronze
33



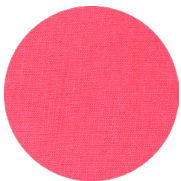
raw white/brick red
b/0/301



brick red
301



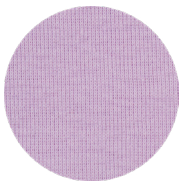
sorbet red
137



sweet pink
332



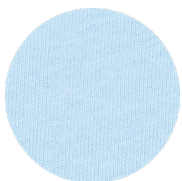
wine
300



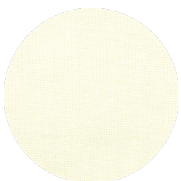
violet ice
1818



raw white/denim blue
b/0/73



sky blue
1817



raw white
0



dawn grey melange
61



raw white/charcoal
b/0/67



charcoal
67



navy blue
72



black
878



raw white/black
b/0/878

baby · organic cotton



madi
101302

knot hat

52·56·62·68·74·80·86/92



cali
103301

bloomers

52·56·62·68·74·80·86



jodi
103302

pants fold-waist

52·56·62·68·74·80·86



levi
104301

shirt r-neck l/s

52·56·62·68·74·80·86



issa
104302

t-shirt r-neck s/s

52·56·62·68·74·80·86



wally
104306

granddad l/s

52·56·62·68·74·80·86



karla
105301

skirt

52·56·62·68·74·80·86



laura
107301

tunic dress

52·56·62·68·74·80·86



sol
106301

body s/s

52·56·62·68·74·80·86



cilla
106302

wrap body l/s

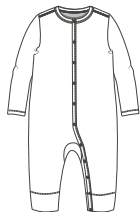
52·56·62·68



elias
106303

granddad body l/s

52·56·62·68·74·80·86



aidan
106305

suit l/s fold feet

52·56·62·68·74·80·86



ayo
106306

summer suit s/s

52·56·62·68·74·80·86





about quality

merino wool

mulesing-free, naturally
every item is cut by hand
soft & non-itchy
wash & tumble dry
designed & knitted in denmark
produced in our factory in
poland



cotton

organic, naturally
combed & less pilling
1x1 knitted rib – stays in
shape
soft & comfortable
designed & knitted in denmark
produced in our factory in
poland



size guide



we LOVE

quality before quantity
there's no minimum
buy only what you need

people & planet
natural materials, sheep
having a good life, and
people being treated
properly

DESIGNED IN DENMARK
KNITTED IN DENMARK
MADE IN POLAND
ALL ITEMS & TRIMS FROM EUROPE
ONLY NATURAL MATERIALS

made to order

it's the ethical approach
we avoid overproduction & reduce waste
you have the flexibility to mix & match your
collection so it fits the dna of your shop



easy to love



new favourite

360° ethical mindset

from raw materials to finished product

- we choose partners from an ethical and environmental perspective
- we control the production process & take care of our employees and the environment

in everything we do, we strive to find the best possible solution – no shortcuts: we want everything to be done properly, keeping people and the planet as our focus



REDUCE WASTE

we cut our wool by hand, reusing patterns repeatedly the cut-offs are either used for smaller styles or unravelled at a nearby factory and reused ... we do not want anything to go to waste

order online on [b2b.bybasics.com](https://www.b2b.bybasics.com)



care guide

HOW TO CARE

merino wool



use liquid wool detergent without enzymes
30 degrees with low spin
tumble dry low heat or dry flat on a towel
do not hang you knit on a hanger

moths also love merino wool to keep them away: use lavender or cedar wood near your clothes

pilling will occur naturally with wear
can easily be removed with a pilling comb or fabric shaver

cotton



use liquid detergent, without bleach

for both

turn clothes inside out when wash
do not soak
wash with similar colours

we always recommend air drying



more air
less wash



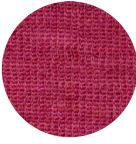

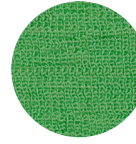
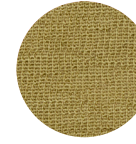


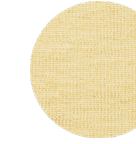

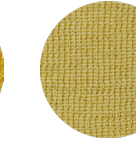
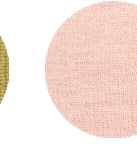
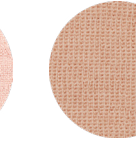
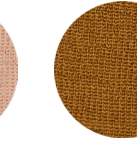




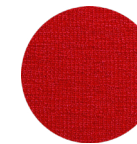

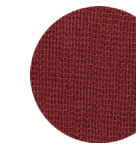

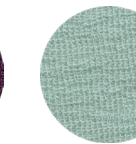
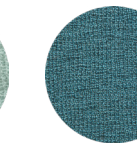
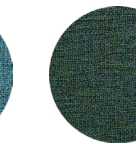
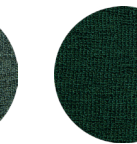

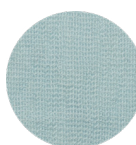
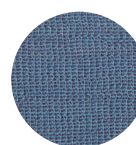
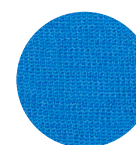
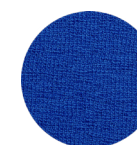
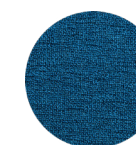
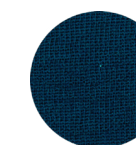

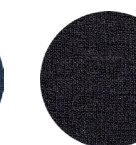
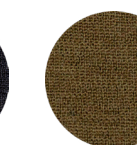
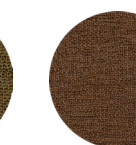






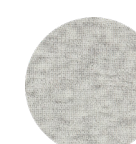





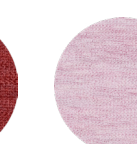




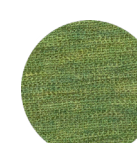
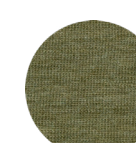



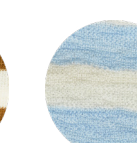










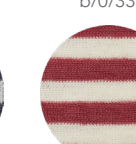


patch kit

repair

on each care label on our merino wool styles, you'll find a yarn wimple so you can easily repair your favourites & continue to love your merino wool



kids · merino wool

 camelia melange 330 ●	 soft orange 385 ●	 pistachio green 48 ●	 moss 44 ●	 raw white 0	 almond milk 08	 soft yellow 28	 lemon curry 118	 leek green 94	 rose 500	 nude 16	 bronze 33
 pink 333	 cerise 69	 raspberry 495	 coral 37	 chili red 39	 rust 133	 earth red 310	 aubergine 68	 seafoam green 46	 zinc 776	 granite 70	 bottle green 74
 stone 59	 blue mist 52	 stormy sea 42	 milky blue 55	 cobalt blue 390	 denim blue 73	 petrol blue 77	 blue mood 71	 navy blue 72	 dark olive 98	 chestnut 134	 chocolate chip 135
 raven 260	 charcoal 67	 black 878	 anthrasite melange 58	 steel grey melange 409	 dawn grey melange 61	 elephant melange 63	 sand melange 07	 earth melange 170	 camel melange 181	 terracotta melange 166	 violet ice melange 818
 sky blue melange 817	 indigo melange 660	 midnight blue mel. 104	 plum melange 904	 grasshopper melange 92	 capers melange 983	 grain melange 34	 raw white/ lemon curry b/0/118	 raw white/ bronze b/0/33	 raw white/ sky blue melange b/0/817	 raw white/ milky blue b/0/55	 raw white/ denim blue b/0/73
 almond milk/ camelia melange b/08/330 ●	 raw white/ rust b/0/133	 raw white/ grasshopper melange b/0/92	 seafoam green/ capers melange b/46/983	 raw white/ navy blue b/0/72	 raw white/ black b/0/878	 raw white/ black s/0/878	 charcoal/ dawn grey melange s/67/61	 raw white/ earth red s/0/310	 raw white/ zinc s/0/776	 raw white/ earth melange s/0/170	

kids · merino wool



sam
101005

beanie
86/92 · 98/104
110/116 · 122/128



zia
101006

balaclava
86/92 · 98/104
110/116 · 122/128



agne
101007

pointy balaclava
86/92 · 98/104
110/116 · 122/128



gerd
101008

neckwarmer
86/92 · 98/104
110/116 · 122/128



mie
101011

neckwarmer · oversized
86/92 · 98/104
110/116 · 122/128



uma
101013 ●

wrist warmer
86/92 · 98/104
110/116 · 122/128



doris
101015 ●

beret
86/92 · 98/104
110/116 · 122/128



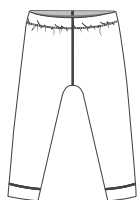
fred
102003

slipover v-neck
92 · 98 · 104 · 110
116 · 122 · 128



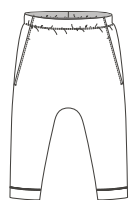
hilde
102004

slipover r-neck
92 · 98 · 104 · 110
116 · 122 · 128



roby
103004

leggings
92 · 98 · 104 · 110
116 · 122 · 128



kaya
103005

pants
92 · 98 · 104 · 110
116 · 122 · 128



frida
103006

pants wide leg
92 · 98 · 104 · 110
116 · 122 · 128



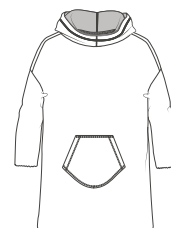
selma
105002

skirt
92 · 98 · 104 · 110
116 · 122 · 128



sara
105003 ●

skirt w/ width
92 · 98 · 104 · 110
116 · 122 · 128



ava
107002

hooded dress
92 · 98 · 104 · 110
116 · 122 · 128



asta
107003

dress l/s
92 · 98 · 104 · 110
116 · 122 · 128



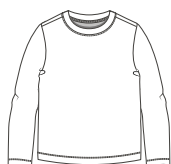
liva
102005 ●

spencer
92 · 98 · 104 · 110
116 · 122 · 128



101014 ●

patch & repair kit
3 colour combinations



renee
104003

shirt r-neck l/s
92 · 98 · 104 · 110
116 · 122 · 128



noor
104005

t-shirt r-neck s/s
92 · 98 · 104 · 110
116 · 122 · 128



noah
104006

hooded shirt
92 · 98 · 104 · 110
116 · 122 · 128



carl
104007

shirt v-neck l/s
92 · 98 · 104 · 110
116 · 122 · 128



emma
104008

ruffle neckshirt l/s
92 · 98 · 104 · 110
116 · 122 · 128



emily
104009

shirt puff l/s
92 · 98 · 104 · 110
116 · 122 · 128



cecil
104012 ●

polo l/s
92 · 98 · 104 · 110
116 · 122 · 128



viggo
108002

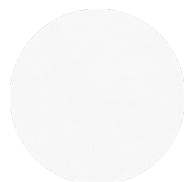
cardigan v-neck
92 · 98 · 104 · 110
116 · 122 · 128



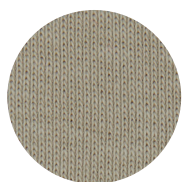
alma
108003

cardigan r-neck
92 · 98 · 104 · 110
116 · 122 · 128

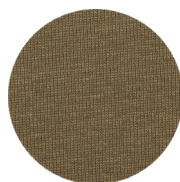
kids · organic cotton



white
01



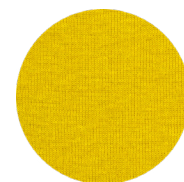
light khaki
11●



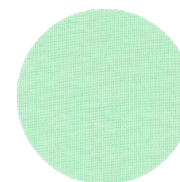
capers
1983



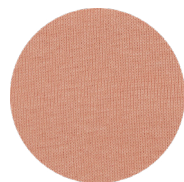
leek green
94



lemon curry
118



pastel green
157



nude
16



rust
133



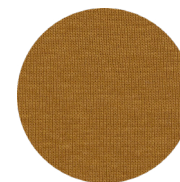
raw white/rust
b/0/133



raw white/chestnut
b/0/134



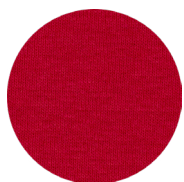
chestnut
134



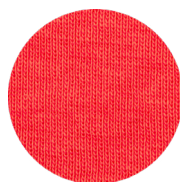
bronze
33



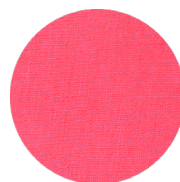
raw white/brick red
b/0/301



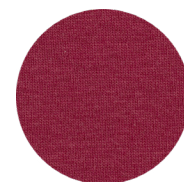
brick red
301



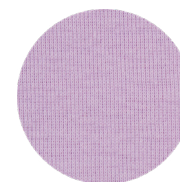
sorbet red
137



sweet pink
332



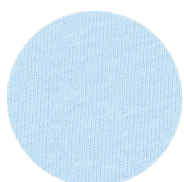
wine
300



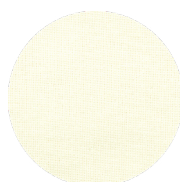
violet ice
1818



raw white/denim blue
b/0/73



sky blue
1817



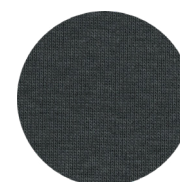
raw white
0



dawn grey melange
61



raw white/charcoal
b/0/67



charcoal
67



navy blue
72



black
878



raw white/black
b/0/878

kids · organic cotton



oscar
103309

bermuda shorts
92 · 98 · 104 · 110
116 · 122 · 128



willy
103311

boxers/trunks
92 · 98 · 104 · 110
116 · 122 · 128



ella
103306

culotte pants
92 · 98 · 104 · 110
116 · 122 · 128



freja
103310

shorts
92 · 98 · 104 · 110
116 · 122 · 128



sofia
107302

tunic dress
92 · 98 · 104 · 110
116 · 122 · 128



nora
107303

dress l/s
92 · 98 · 104 · 110
116 · 122 · 128



luna
103312

boxers/hipsters
92 · 98 · 104 · 110
116 · 122 · 128



bjork
102303

tank top
92 · 98 · 104 · 110
116 · 122 · 128



andi
104305

t-shirt r-neck s/s
92 · 98 · 104 · 110
116 · 122 · 128



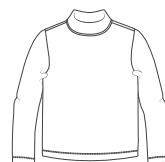
charlie
104303

shirt r-neck l/s
92 · 98 · 104 · 110
116 · 122 · 128



petri
104307

grandad l/s
92 · 98 · 104 · 110
116 · 122 · 128



quinn
104308 ●

shirt w/ roll neck l/s
92 · 98 · 104 · 110
116 · 122 · 128



kim
103305

pants
92 · 98 · 104 · 110
116 · 122 · 128



joy joy
joy

joy



joy
comes
in

many ways





smile

smile
smile

smile





functional
funky

fantastic



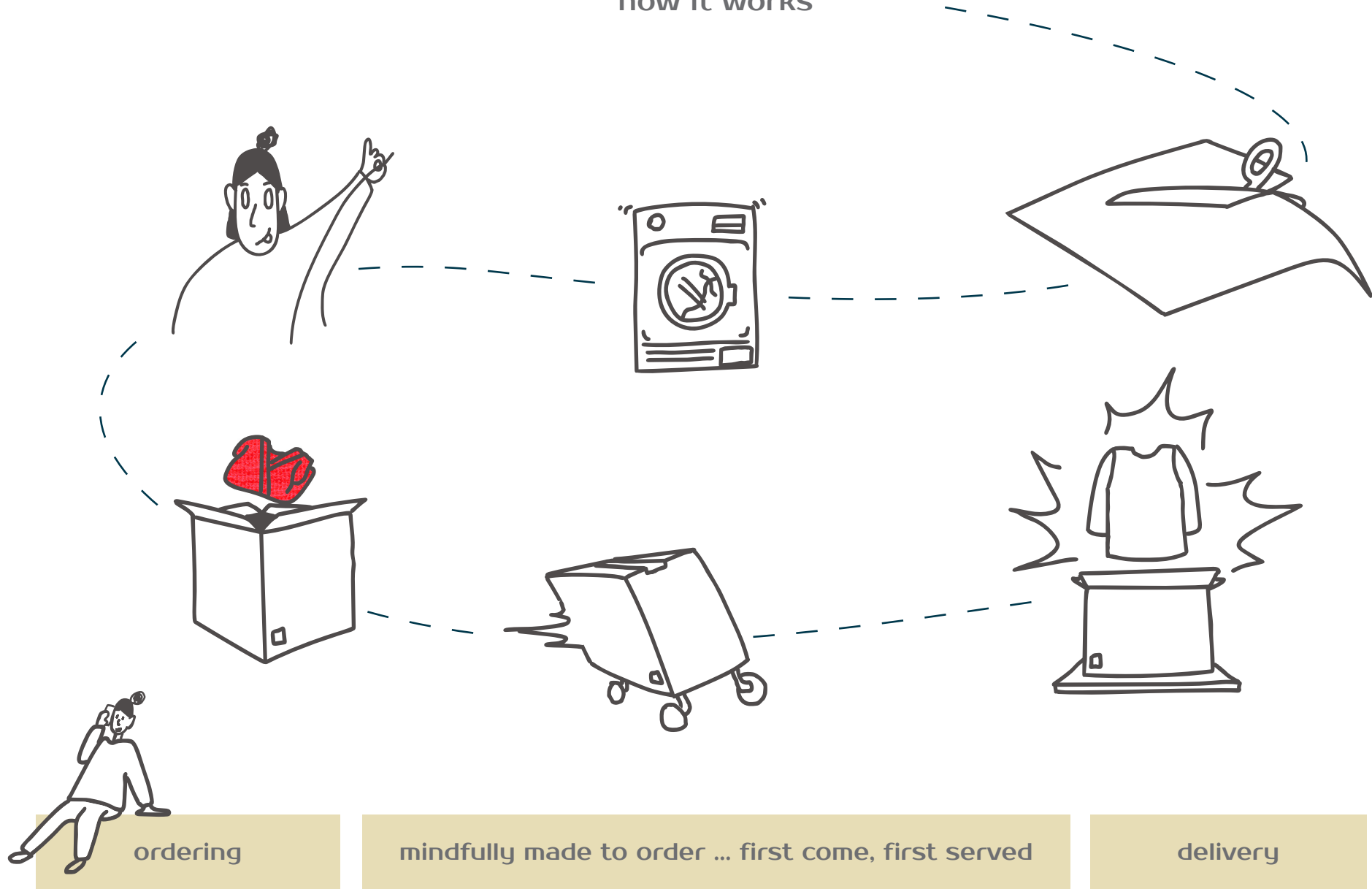


mix & match
any style
any colour

it's all up to

you!

how it works



ordering

place your order no later than
sunday evening
– no minimum

mindfully made to order ... first come, first served

then we review, plan, sew, and finally quality check your order before packing it
normal lead time: 3-5 weeks – longer in high season

delivery

every friday we ship orders



explainer video

denmark
greenland & iceland
kids agency
birgitte gandrup
+45 25 70 60 09
bg@birgitttegandrup.dk

sweden
marie moberg
+46 706 41 17 16
mm@bybasics.com

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andes organic by andes sas
marisol cifuentes
+39 0432 50 14 73
+39 375 6539 442
info@andesorganic.it

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fg modeagenturen
faisca gugelot
+31 613 435 650
info@fgmodeagenturen.nl

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hanne juul
+32 477 97 28 92
hanne@hannejuulagency.com

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jacqueline@jb-s.be

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anita@leasverden.no

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marjo granroth
+358 405 065 933
wandante@wandante.com

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germany & austria
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find
us

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#mylittlepetit