

MYINTOX®

Mrs. Stegmann, what does MYINTOX stand for?

MYINTOX stands for sustainable, high-quality designer fashion with comfort factor and original appearance. Fashion you can easily combine with different styles, but which still makes every outfit special. At MYINTOX, quality meets creative Design, that can be combined for leisurely and sportively as well as elegantly.

How did you come up with the idea of creating your own label?

The idea for MAYINTOX came to me several years ago. I was inspired by the newest fashion trends, my joy in nature and my love for endangered species. I wanted to combine high-quality materials with innovative design. And to find a solution for the feeling of standing in front of a full wardrobe and not knowing how best to combine pieces.

The capsule collection is available online, what can customers expect?

The MYINTOX capsule collection is named “African and Asian Wilderness”. In addition, the side collection “Holy Mary” was created, which essentially symbolizes the patron saint for the endangered species. The collection consists of high-quality, sustainably produced cashmere and cotton sweaters, extravagant fair-trade T-shirts and sweatshirts made of organic cotton and recycled polyester with vegan certification. In addition, matching accessories, which are of course also manufactured according to fair standards. I design the graphics and all applications in the collection myself and repeat the main motives to maintain a consistent appearance.

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MYINTOX is still at the beginning, which challenges are you facing?

Understanding the unwritten rules of the fashion industry and increasing awareness for our brand, who wouldn't like that (wink)

Where do you see MYINTOX in 2 years?

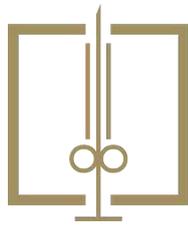
An established fashion brand that successfully combines exciting design, high quality and sustainability. Manufacturing sustainably is already an important aspect for us today and we want to improve further in the future. Also, we want to keep donating part of the proceeds from each piece to organizations focusing on the preservation of endangered species.

Why should I buy something from MYINTOX?

Because at MYINTOX you not only find custom-designed and artistic animal motives, but also quality and craftsmanship of the highest level. Our base material is prime quality cashmere wool from Inner Mongolia, that has been manufactured organically. The main difference in the quality of cashmere is whether it has been produced from goats in the plains or the highlands. The colder the temperatures, the better and finer the fur and therefore the quality. MYINTOX cashmere comes mainly from the highlands, which gives our products extraordinary smoothness and exclusivity. Some of our sweaters consist of 30% cashmere and 70% wool, but due to the high quality of the cashmere they are softer and smoother than many sweaters made from 100% cashmere. Less is often more in this case and more sustainable. Especially the animal motives jump at you immediately...Yes, our stitcheries and applications are manufactured with great technical finesse and in some cases in hours-long manual labor, meaning that many of our products are truly handcrafted unique pieces.

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MYINTOX Kaschmirwolle/Wolle stammt überwiegend aus dem Hochgebirge, dadurch sind unsere Produkte besonders weich und exklusiv. Unsere Pullover haben teilweise 30% Kaschmiranteil und 70% Wollanteil, fühlen sich aber auf Grund der Kaschmirqualität weicher und zarter an, als ein gewöhnlicher 100% Kaschmirpullover. Weniger ist in diesem Falle mehr und gleichzeitig auch nachhaltiger.

Vor allem die Tiermotive fallen einem gleich ins Auge ...

Ja, unsere Stickereien und Applikationen werden mit großem technischem Aufwand und zum Teil in stundenlanger Handarbeit hergestellt, so dass sie bei vielen unserer Produkte ein handgefertigtes Unikat in Händen halten.

Und was unterscheidet MYINTOX von anderen Labels?

Das Zusammenspiel aus außergewöhnlichen Tierdesigns, Qualität und Nachhaltigkeit.

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