

OUR  
UNITS

# TOWARDS BETTER

*This book is dedicated to our community of women and men,  
retailers, suppliers, distributors, our trousers and the team behind it all.*

*Our Units 2021.*

There is more, and there is better.

Mother Earth can't keep up if we continue to use more resources than are available, and when she thrives badly; it mirrors us as human beings. The bigger imbalance, the bigger consumption, and polarization among us.

We need to focus on everything we agree on and what connects us as human beings and gender.

We need to stop nurturing the fear and start spreading more love. To ourselves, to each other, and our life giving earth.

As a company, we have a great responsibility to help make a positive and healthy impact on people, society, and the planet. Doing everything we can to pass on something better, is the least we can do. That goes for our employees, our partners, our trousers and everyone who wears them.

Making better trousers includes lots of nos. No to buying more than needed. No to blindly following new trends, silhouettes and shades every season. No to limiting ourselves to fit in and dressing in ways untrue to who we are.

Fortunately, many people have realized that we are most beautiful when we shine from within and seek to become whole as human beings. To us, that means a big yes to feel connected, see each other as we truly are and spread love. In every pair of trousers, to every user of the trousers, and to everyone we meet on our way.

Better is something we become together.

Let's take one step at a time.

*“This is the project of my life.  
The smallest company  
and the most important impact  
I have ever been involved in.”*

*Inge, CEO and co-owner*








ALL YOU NEED IS LOVE.  
BUT A LITTLE CHOCOLATE NOW  
AND THEN DOESN'T HURT.

*Charles M. Schulz*

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"WHAT WARMS MY HEART THE MOST IS THAT WE HAVE GONE FROM A TRADITIONAL FASHION COMPANY TO A COMPANY, THAT HAS A HIGHER PURPOSE AND PUTS PEOPLE FIRST."

*Frode,  
Norwegian Sales Agent  
and Co-owner*



A man and a woman are laughing together in the back of a car. The man, with long hair and a beard, is wearing a dark turtleneck and has his arms raised. The woman, with long dark hair, is wearing a dark jacket and a red beaded necklace. They are both looking at each other and laughing heartily. The background is bright and slightly blurred, suggesting an outdoor setting.

“I LIKE THAT I CAN  
USE MY DAILY TROUSERS  
FOR PARTIES AS WELL.”

*Simon, 34*

PLAIN  
UNITS



# CLOTHES CREATE PEOPLE, IT'S SAID

We say it differently. With inspiration from the morale in H.C. Andersen's fairytales 'The emperor's new suite', what truly makes us come from the inside. The way we believe in ourselves and rely on our intuition, abilities and judgment – even if we have a coat for every hour of the day like the emperor.











# HOW WE FLOWER

Some bloom early; others take their time. Some shine briefly and are breathtaking at the moment, others unfold slowly and last a long time. Some stretch their necks towards the sun, others thrive in the wandering shade. Flowers are unique – just like humans.

We need different breeding grounds and only unfold our full potential when we feel safe. Every one of us has something different to contribute with, and we are beautiful individually – but together, we become magical.

That's our leadership philosophy.



# OUR VALUES

## EASE

We bring ease into choosing what to wear. Through good relationships, we create solutions that make it easy for everyone.

## LOVE

We love trousers and love when you love our trousers - we embrace what we meet, so there is room for ourselves and others.

## UNDERSTANDING

We design trousers with an understanding of different people and their everyday lives – we understand the broad need to make as many people as possible feel seen.





# The Team



OUR  
UNITS



It's my job to be detail-oriented, and that's healthy for a person like me. I want to do so many things in life and isn't the best to take proper time for it all. One thing is that I know all the trousers in detail, something completely different is the feeling of wearing them; In Alba, I feel safe – it's like wearing something familiar. There is huge satisfaction in being a part of a company that strives for genuine values and long-lasting products. The responsibility that comes along inspires me.

Lone  
Pattern Designer Assistant

My energy is lively and positive, I like to move around between people and tasks and spread ease. I'm very conscious of not cultivating the negative and heavy in life and always choose the sweet forest path rather than drilling a tunnel through the mountain. As a Designer, I enjoy the balance between structure and creativity and find it mega cool to make products that are relevant over time and are being used. Hailey is one of my personal favorites; Neither too wide nor too narrow and perfectly high at the waist this trouser makes it easy to be me.

Dianna  
Junior Designer



For many years I tried to adapt to fashionable clothes. I wanted to be the kind of person who looked that way, and I had shoes with heels so high I couldn't even walk in them. Now I only hold on to clothes that make me feel like me and express my mood daily. My different trousers from Five Units are my base, they allow me to quickly change my energy and take big steps in life. Every morning it's like a certain pair of trousers is calling to me, even before I open my wardrobe. In Malou I feel strong, free and a sense of masculine energy, which I balance with something feminine or sporty. Malou follows me everywhere, lying on the couch, running to catch the train, walking in nature and meeting with friends, colleagues, and board members.


Inge  
CEO and Co-owner

Joining military as a young dude has had a huge impact on who I am today. I haven't missed breakfast in 15 years, I show up on time and I like keep track of the pieces. That's probably why my favourite Plain Units trousers are a cargo style with lots of pockets and everything in my car is totally arranged. Today, my routines support me in being present, calm and focusing my energy on what is important to myself and our clients.

Michael  
Sales Manager  
Plain Units, Denmark  
and Sweden







I like to stand for something in this world. Like Naomi 241 Black. With a fit inspired by the 1970s, these trousers represent unconventional thinking, breach of the norm, new movements, and new ways of being human. The reference evokes a feeling of love, equality, and respect in me and a desire to stand up for something bigger than myself. My passion and the meaning behind my work make it easy to do what feels important. I'm not aiming for an A in sustainability, but to keep learning and doing things better for humans and our planet. As a Pattern Designer, I care about our human community by embracing the essence of the many bodies and adjusting the details, until it all comes together. Random choices are not my thing.


Kamilla  
Pattern Designer



It fills me with good energy to create, especially when we turn customers' input into real solutions. With us, the collections are not a train rumbling forward – we stop and listen to the passengers. This means versatile fits and no dictating what's cool, it's all up to the individual. In different periods of my life, I've had different Five Units favorite styles, but for 7 years I've found myself in our brand. Trousers that I can be myself in make me more free, flexible, and present. I feel more like experiencing new things and meeting new people and can go straight from work to socializing with friends without thinking of my outfit. I love the way that our trousers become more than a basic item – they become part of our outfit and help represent who we are.

Maria  
Norwegian Sales Agent  
and Co-owner





I'm fresh off the boat,  
but I already feel at home.  
There's an empathic vibe  
here and a family-like  
atmosphere. I really enjoy  
that. I also like the entrepre-  
neurial vibe and the apprecia-  
tion of cultivating balance in  
life, which is essential. Before  
starting here, Our Units'  
current transformation and  
enormous potential attracted  
me a lot – especially around  
sustainability. That's some-  
thing I'd like to be a part of.  
I'm yet to discover my fa-  
vorite Plain Units trouser!

Mark  
Accountant

To me jeans like Kate represent something solid and durable – something that gets better with patina and personal touch. Wearing them gives me a sense of being valid and womanly. My legs look longer, and I feel free to take the steps, I want both at work and in my spare time. Creating good and valid products is a main source of energy to me, and as a passionate designer I care about clothing that last, suit humans and make us thrive in our lives. That kind of clothing is just as essential as water, food, and a roof over your head.

Maria  
Senior Designer



What would this person appreciate? That's a question I ask myself in all my relationships, and that's how I live our brand value 'understanding'. I'm a salesperson, but most of all I'm a human and the way we run our business by cherishing, helping and understanding each other resonates deep within me. One of my favorite Five Units styles is Hailey, because of its feminine shape and edgy details, whether it's trousers or people highlighting characteristics always inspires me.

Emelie  
Sales Manager  
Five Units, Sweden



A playful energy and a little edge, that's me and my favorite Plain Units style Arthur. I don't believe in being too serious and keeping up a facade. Let's show who we are and get inspired and touched by each other's stories. What warms my heart the most is that we have gone from a traditional fashion company to a company, that has a higher purpose and puts people first. It resonates so well with who I am as a human being.

Frode  
Norwegian Sales Agent  
and Co-owner

I believe there is a gift in the people who cross our path as well as in the bumps we meet on our road. Life should be easy and full of experiences and good energy. Kate represents that kind of ease to me. I reach out to these trousers over and over again because they fit the person I am. I need to feel authentically present in my life and my work life, and that's possible at Our Units. We are not a community because we work in the same space, but because we embrace each other and are together as human beings – heart to heart.

Karina  
Buying Manager







I want to build our brand and make it move in a direction true to its core. It is a core that's in harmony with my personal values, helping men become more conscious of who they are. After being a freelancer for many years, I'm thrilled to be part of a team and learn from people better than myself. I haven't taken the time to find my favorite Plain Units trousers yet, but I like black, neutral, and comfortable trousers, so I know I'll find my go-to trousers with ease.

Dennis  
Brand Manager  
Plain Units

In my work at Our Units, I write copy, get to know our customers and their emotions, and help build our brand and bring it to market. I find it exciting and fun to build a brand and a company that earns money in harmony with nature – and helps men be who they are. My favorite Plain Units trouser is Ask. I feel I look great in them, both aesthetically and accentuate a feature of my body that I like; my legs. They feel incredibly comfortable; I don't have to take them off when I get home.

Tony  
Copywriter  
Plain Units



Calm, simplistic, and honest.  
– I guess those words describe  
my approach to life very well.  
It's natural for me to bring  
myself to work as a whole per-  
son, not just an employee, and  
how we support and know  
each other means the world  
to me. It makes me feel safe  
and want to take more chances,  
learn new stuff, and chal-  
lenge my routines. For a long  
time, tight jeans were my one  
and only, now I love my black  
Malou. Wearing them I feel  
relaxed, a little more femi-  
nine, and dressed according  
to my age.

Malou  
Graphic Designer





As a teenager, all my long-legged friends called me Miss Short-legs and I didn't wear trousers until I became part of Five Units. Hailey was my first trouser-love and led to a challenge, where I wore trousers every day for a year. That changed my view on trousers and myself. I've always had self-confidence, but now it comes from a conscious and genuine place in me. I've come home – this is me. As a human being, I am full of positive energy and create solutions on one go. Ease runs in my blood, and I love that my job allows me to use my strong energy as well as receive lots of energy from my dear colleagues. From day to day, I choose trousers that match my current energy. It's magical how my relationship with trousers has changed to something natural and playful.

Santi  
Brand Manager  
Five Units

I'm a positive and purpose-driven soul, who's in love with the possibilities, life offers. I care deeply about communication, that gathers colleagues, customers, and partners in meaningful communities. Being part of this company inspires me to spread love, ease, wisdom, and understanding. Here my creative energy sprouts easily and flourishes through our team spirit. That leaves an imprint – and leaves me grateful and grounded. Especially my 70s inspired and well-used Naomi jeans reinforce my sense of being calm and conscious present. Free to take the steps important to me, us, and Mother Earth.

Line  
Purpose-maker  
and Copywriter  
Five Units



I got welcomed into Our Units not because of what I can do but because of who I am. And now, having been at our company only a few weeks, I already feel part of a tight-knit community. We meet often, sit in a circle, and actually share how we feel. Wow! I've worked with customer service for many years. The first two words I think of are patience and friendly communication. But I'm super excited to develop my skills further and live out values of ease, love, and understanding when serving our customers. It makes so much sense to me.

Juliane  
Customer Care

We have customers ranging from wholesalers to webshops, and they're all important to us. But local shops have a special place in our hearts. I prefer speaking directly with the shop owner, which is almost always the case. I enjoy doing that; they know all the details, allowing me to deeply understand their situation. It also keeps me on my toes because they expect nothing but the best.

Jacob  
Logistics Manager





Our trousers are something you are in – not something you put on. That’s the essence for me. When I’m in my Dena I feel fresh, energetic and on the move. I love the easygoing, fun, and fast, it excites me and brings me joy. At other times I need to recharge, and you might find me sitting a chair staring out the window, while Dena is resting in my wardrobe. Being part of a company that allows me to unite my private and professional life makes me more whole as a woman. Even in challenging times I find peace in our core values.

The way we are together.

Stine  
Head of Sales



To me going to the office is like spending a day with my friends. It might look posh, but you feel comfortable – it’s kind of a perfect parallel to how I experience our trousers. You’ll find me in trousers Monday to Friday, preferably jeans which I have learned to cut to angle length myself. I like it raw and casual. I know how my skinny Kate fits, there are no surprises, it’s perfect. I really don’t care about fashion, but I do care about what we have together. I feel supported in being me and taking brave steps into new areas. My comfort zone expands in a quiet and calm way, and there’s room for being me all the way.

Nicoline  
Sales Coordinator



Recently my daughter gave me a card saying how happy she was that I work for a company that appreciates me as the person I am just as much as she does. To be seen and meet people as human beings means the world to me, even in my sales job trousers come second. I simply never bring our collection to the first meeting with a client. Trousers are best when they fit so well that we don't think about them. That kind of well-being is good for our self-esteem and makes our appearance grounded. Putting on a pair of Malou make me feel that way, safe and ready for the day and the people I'm about to share it with.

Tina  
Sales Manager  
Five Units, Denmark



Creative and data-driven thinker who constantly questions the status quo and wants to know 'why', and even more often, 'why not?'. It means a lot to me to be a part of a company based on making a difference. We accommodate people and consciously design trousers that free people from having to adapt. To me, it's not just a job – it's making myself available to a community with which I share values.

Betina  
Head of E-commerce  
and Marketing

It's in my genes to give everyone the best possible starting point for an easier everyday life, not least for my colleagues. My strength is my empathy and ability to solve problems, especially those that no one thought could be solved. Finding the right clothes has been a challenge for me for years. I have felt compelled to choose between either comfortable or neat. Wearing Ash or another pair of trousers from Plain Units, I can get both. I feel free, relaxed, and presentable whether I am in an important meeting or the garden with my family. That feeling means I can put my self-awareness on the shelf and use my energy on what I'm passionate about.

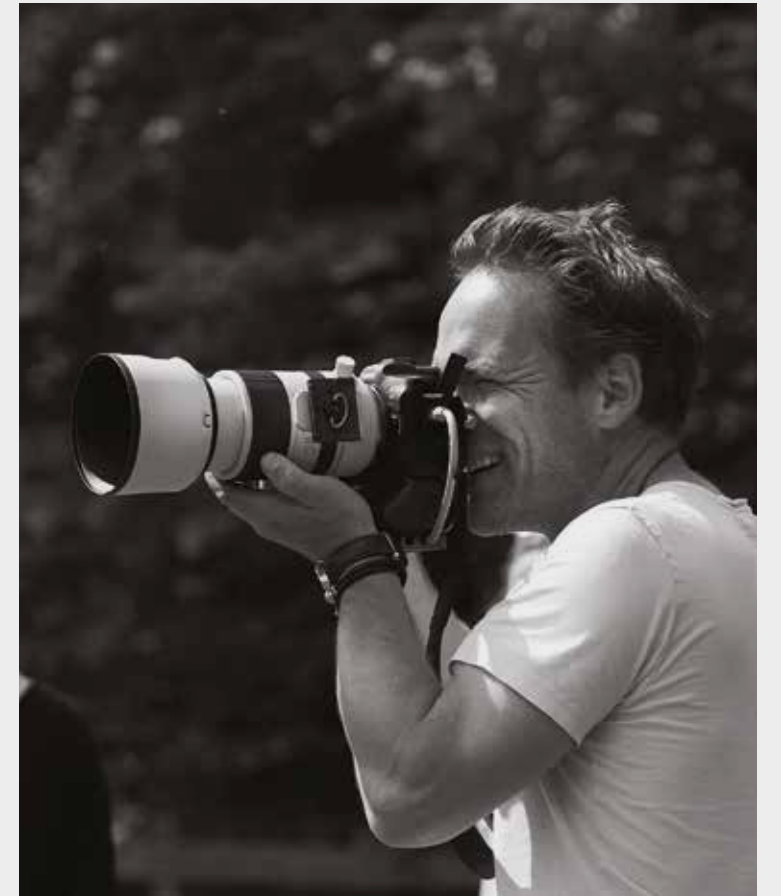
Kristoffer  
Finance Manager



You can feel the special spirit in Our Units. The community is in focus, and the energy is common to achieve the best possible goals. That spirit fits perfectly with my ap-

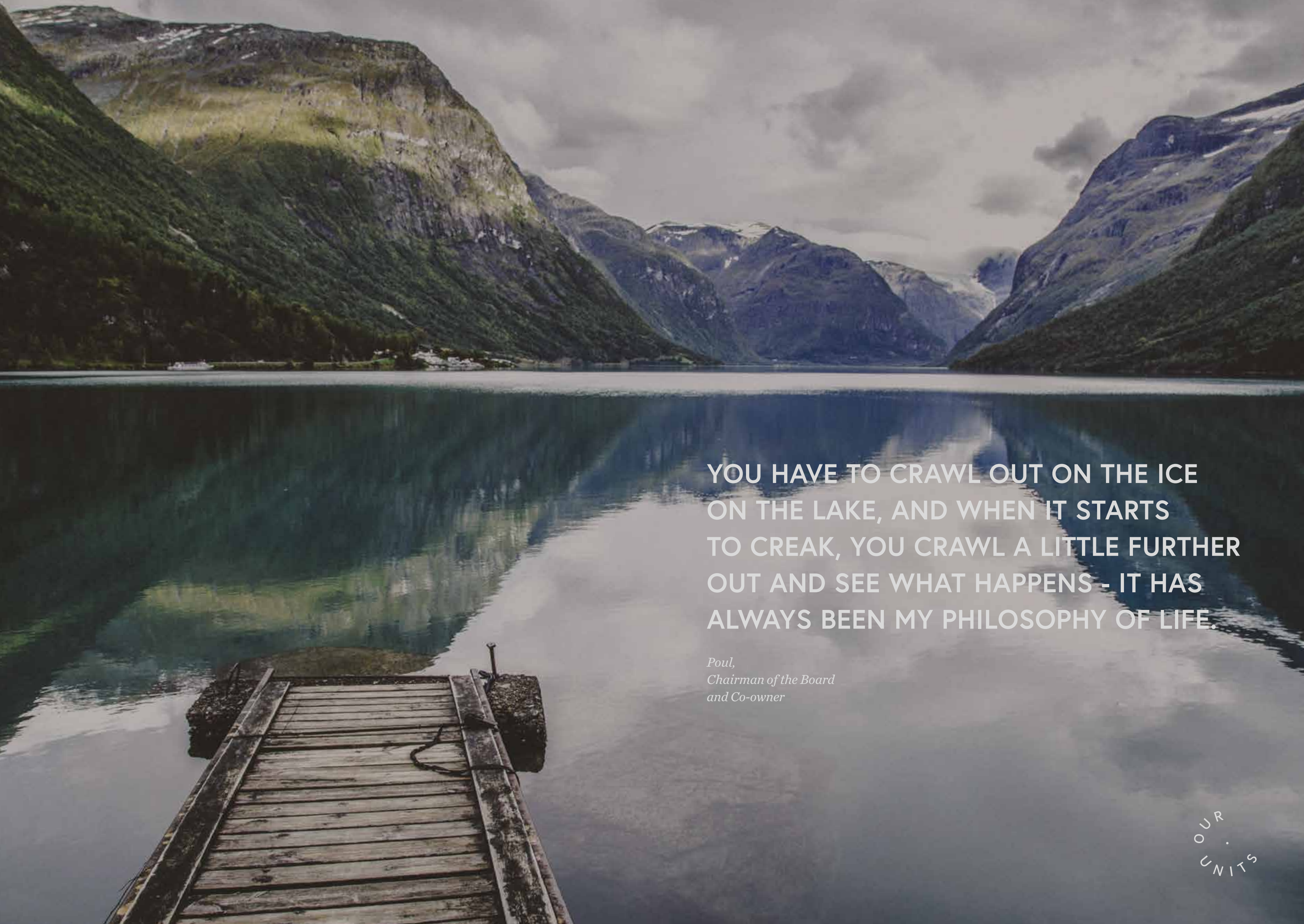
proach to life and with my work as a photographer. I've always said that it's not me who creates the images, it's the people I create them with. Working with the Our Units

team the good energy spreads to everyone, also the models. It becomes more than a job and it makes you want to play along and walk a little further.



*Jacob Kirk, Photographer*





YOU HAVE TO CRAWL OUT ON THE ICE  
ON THE LAKE, AND WHEN IT STARTS  
TO CREAK, YOU CRAWL A LITTLE FURTHER  
OUT AND SEE WHAT HAPPENS - IT HAS  
ALWAYS BEEN MY PHILOSOPHY OF LIFE.

*Poul,  
Chairman of the Board  
and Co-owner*





LET  
LIFE  
LOVE  
YOU

FIVE  
UNITS





*Let's bring the female energy  
stronger into the world*

# BEING A WOMAN IS NOT ABOUT STRENGTH AND INDEPENDENCE

Being a woman is so much more. It is about leaning into solidarity and is kept alive by the sisterhood. Letting go and asking for help. Creating room for self-care and look upon vulnerability as strength. Balance in one's essence and in the place in the female life where you are. Act from and meet others from your beautiful heart.

Imagine nurturing life with more ease, love, and understanding for yourself and the world around you.

Evoking consciously living; sensing that the feeling in life is more important than the goal and how greatness, joy, and meaning expand when goals are achieved.

Recognizing how inner peace and tranquillity is contagious in the way you meet the day – and take the important steps to you.

In a clothing world, where adapting to constantly changing trends trying to be 'right' seems to be expected, our trousers and universe encourage you to embrace yourself as you are:

A whole and free woman.


From the outside, we support you through simple Nordic designs, embracing fits, durable materials, and sustainable choices, which respect Mother earth. All carefully selected by us as trouser makers. From the inside, we inspire you to find your balance, take better care of yourself, and walk more easily through life.

We sincerely wish to send out love to every woman to bring the female energy stronger into this world. That, we believe, is putting on the trousers in our own lives as women.

Hello  
handy! 

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A close-up photograph of a horse's face, focusing on the area around the eye and cheek. The horse's eye is partially visible, and a single, large, clear tear is falling from its cheek. The horse's coat is a light tan or chestnut color, and its dark mane is visible at the top. The lighting is soft and natural, highlighting the texture of the horse's skin and the clarity of the tear.

BEING A MAN IS  
NOT ABOUT  
PLAYING A ROLE

To be a man is so much more. It's working.  
Inspiring. Leading. Following. Laughing. Crying.  
It's being afraid. Doubting yourself. Roaring.  
Rebelling. It's starting a fire. Retreating. Protecting.  
Loving. Being a man is being human.





BUT AS MEN,  
WE TEND  
TO PRETEND

You sometimes get a sense of it. The way a man tries too hard and flexes his power. Or how he wears a shirt that doesn't fit or a pair of too-tight trousers, trying to be cool. How he wears a suit to armor himself – thinking he has to pretend...

... to be someone else.

We might sense it in ourselves too. Most of the time, we're unaware of it, but it's painful when it does surface. We avoid it. We try to adapt. We play our role and contain our emotions, even trying to make ourselves smaller (or BIGGER!).

We do it to fit in.

The fashion industry has played its part in this illusion. So has Plain Units. Trends shift like the wind. Cults and clubs come and go, and aspirations change. And what it means to be a MAN is lost. We're drowning in discontent and disconnected from ourselves. We over-consume and overproduce in an attempt to find what's lost.

But, we already have it—all of us, all the time.

Now, Plain Units has set out to bring about change. We want to inspire our audience to embrace themselves and not adhere to a trend, a style, or a brand.


We believe men should be able to express themselves and do what's important to them without feeling judged.

As a specialist maker of trousers, we're passionate about fit, materials, stretch, pockets, buttons, stitching. All of which make our trousers feel tailor-made and continue to be enduring favorites. We're proud of our craft, and we care about making our trousers essential for every man's wardrobe. But as a collective, we're driven by something else.

We design trousers for men to feel free, embrace themselves, and take bold steps. At the same time, we try to lead the way for a clothing industry that is more humane and sustainable.

With our trousers' reliable fit, comfort, and enduring design, we bring strength and care to men and make it easier for them to be who they truly are.



A close-up photograph of a hand holding a lit sparkler. The sparkler is bright and glowing, with many sparks flying outwards. The hand is positioned in the center-left of the frame, and the background is dark and out of focus. The overall mood is warm and celebratory.

LET'S OPEN OUR HEARTS AND  
INSPIRE EACH OTHER TO REFLECT  
ON THE STEPS, WE TAKE IN LIFE



BE YOU, BE BRAVE





*Our logos*

*Made to show how we are connected across brands,  
to each other, and the universe.*

*The dot is the essence, which is human beings  
in our world. A powerful energy point spreading  
like water ripples.*

*Or a hug.*

*Some see Mother Earth in the silhouette.  
Others imagine the circle of life or circular  
thinking.*

*The gap is for you to join.*

OUR  
UNIT'S

FIVE  
UNIT'S

PLAIN  
UNIT'S



OUR TROUSERS  
ARE SOMETHING  
YOU ARE IN.  
NOT SOMETHING  
YOU PUT ON.  
THAT'S THE  
ESSENCE FOR ME.

*Stine, Head of Sales*

FIVE  
UNITS

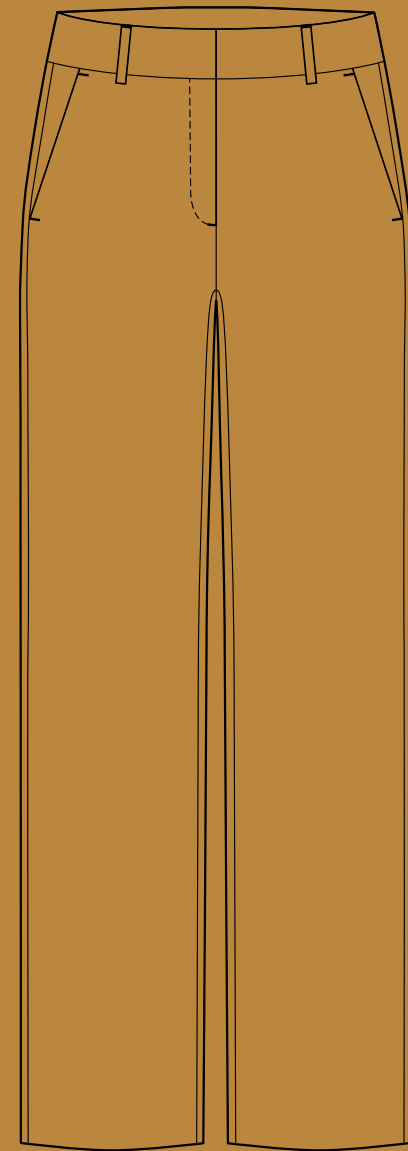


# MEET THE FIVE UNITS FAMILY

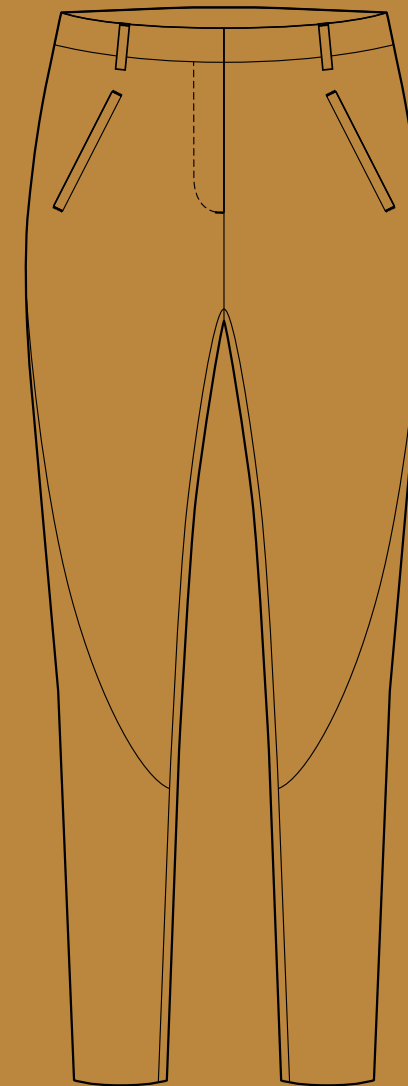
Women need a little more to choose from

Our diverse Five Units trousers are based on five different fits, which embrace most women / regardless of the traces that life and time have left on the body.

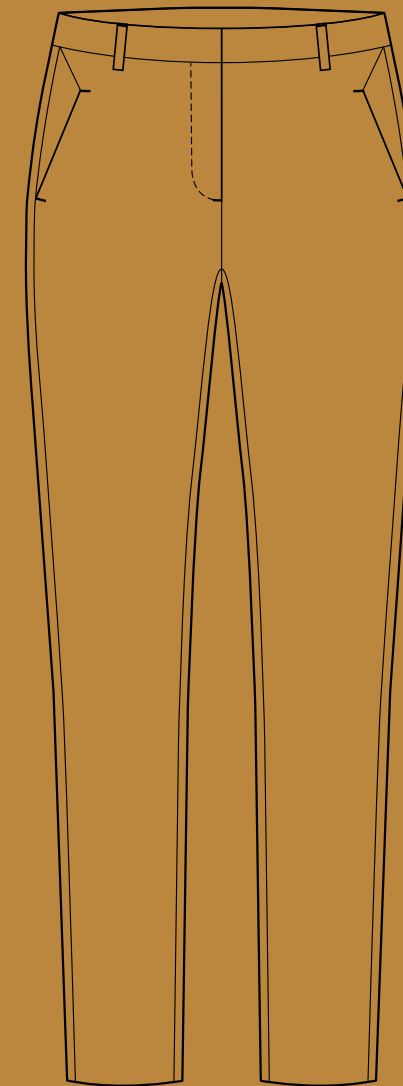
Each fit has several lovely family members. Please, meet them here.



**Dena**  
*Wide straight fit*  
*Mid waist*  
*Regular or cropped length*



**Kylie**  
*Slim straight fit*  
*Mid waist*  
*Regular or cropped length*



**Clara**  
*Flared fit*  
*Mid waist*  
*Regular or cropped length*



**Malou**  
*Tapered fit*  
*Mid waist*  
*Ankle length*

**Angelie**  
*Slim fit*  
*Mid waist*  
*Regular length*

A photograph of three women of diverse body types standing side-by-side, laughing and embracing each other. They are wearing different styles of underwear: the woman on the left is in orange lace underwear, the woman in the middle is in light green ribbed underwear, and the woman on the right is in black underwear. The woman in the middle has visible tattoos on her arms. The background is a plain, light grey color.

WE FIT YOU

OUR  
UNITS

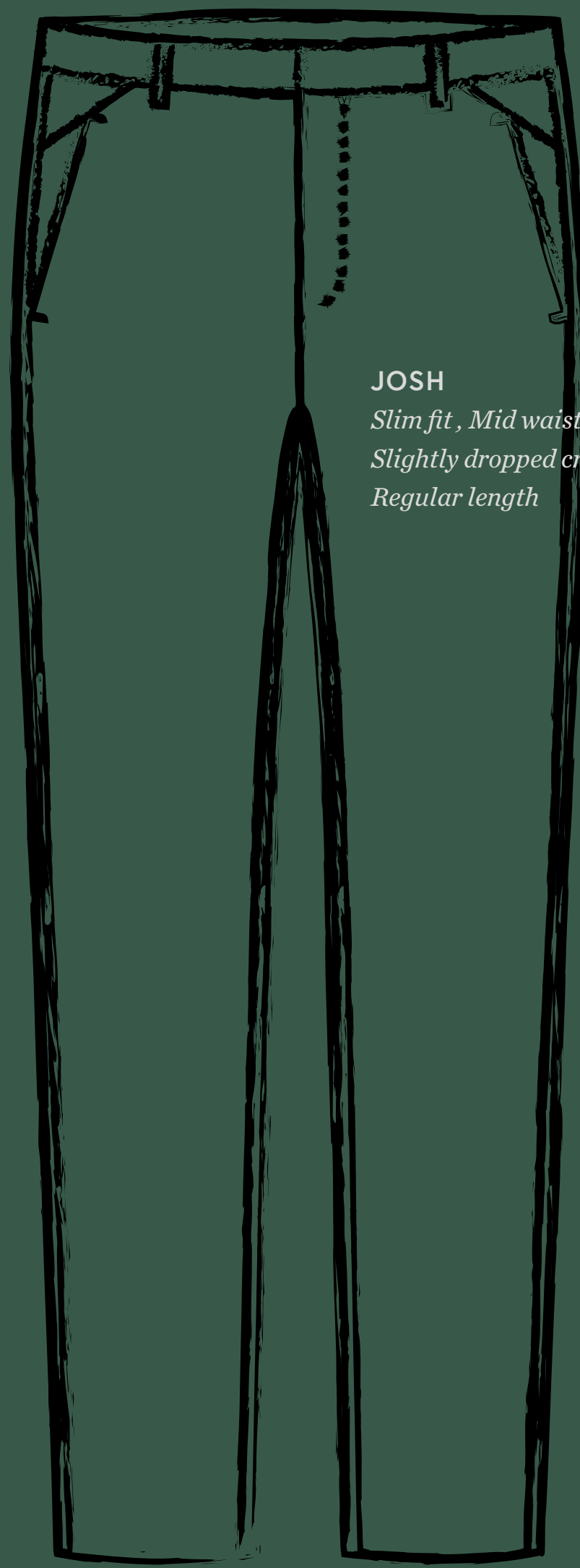


# MEET THE PLAIN UNITS FAMILY

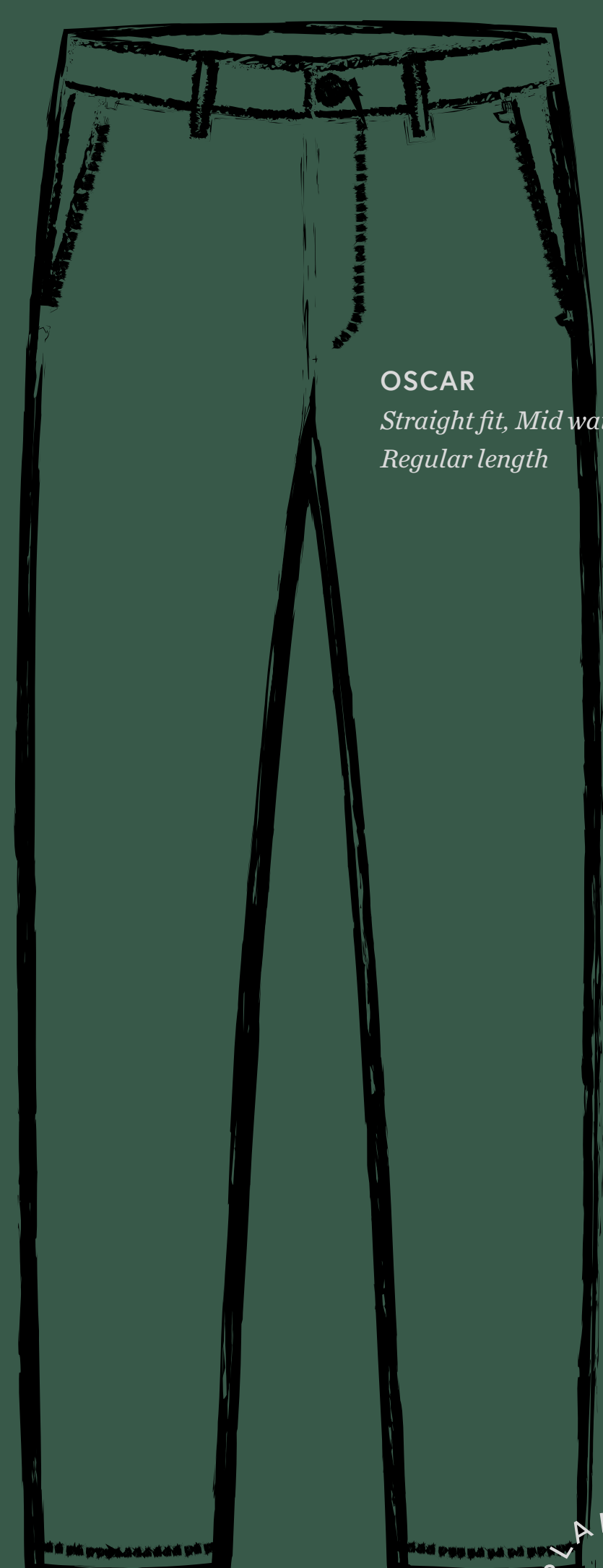
We simplified and settled on three distinct fits, straight, regular and tapered, to make it easier to find the perfect pair of trousers.



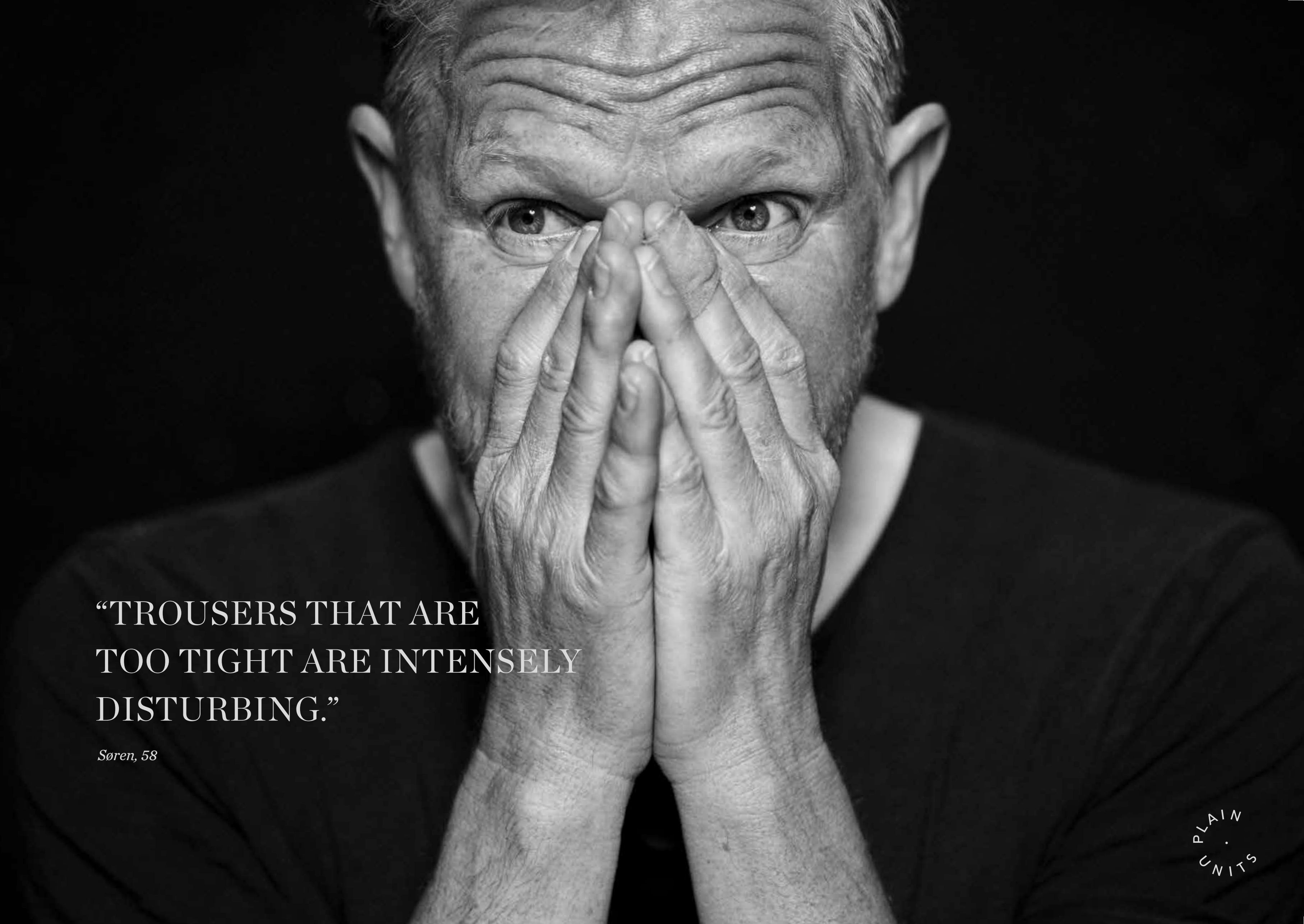
**ARTHUR**  
*Tapered fit, Mid waist  
Regular length*



**JOSH**  
*Slim fit, Mid waist  
Slightly dropped crotch  
Regular length*



**OSCAR**  
*Straight fit, Mid waist  
Regular length*



“TROUSERS THAT ARE  
TOO TIGHT ARE INTENSELY  
DISTURBING.”

*Søren, 58*





# WE ARE SPECIALISTS WHO MAKE TROUSERS

We are specialists, and we strive to craft trousers of exceptional quality. We know all about workflow, how to sew, the techniques, and the small details – and we carefully instruct our partners, factories, and product makers to get what we want, every time.



# OUR DESIGN PHILOSOPHY RUNS DEEP

Our design is reliable, comfortable, and has a long-lasting aesthetic appeal. The latter is essential for our audience of men, who usually don't adhere to trends but want durable classics they can rely on.

When we construct our trousers, we strive for quality, fit, and comfort. We do this because our audience values these above all else. We use our own set of defined standards, all adhering to quality, fit, and comfort – not fashion or trends. We create spaciousness in some areas, tightness in others. We're systematically designing how deep pockets are, how much stretch we use, the quality of our zippers and pocket- and waistband linings.

Our trouser's reliable fit, comfort, and enduring design let men feel free to be who they truly are.

**Waistband**  
Reinforcement  
Inside finish

**Belt loops**  
Length and look Placement  
and attachment method

**Fly and closure**  
Fly length, type and colour  
Functional and durable closure:  
either button or hook and bar

**Fabric**  
Structure, surface and stretch  
Colour, comfort, composition  
Authentic trouser materials

**Pockets**  
Opening size and placement  
of pocket and colour With the body  
in mind. Hand through the pocket method  
and comfortable relaxing

**Crotch and thigh**  
Length, width and shape Movement,  
comfort, yet still smooth

**Seams**  
Chain stitch for flexible  
and durable seams  
Thin and smooth inside finish

**Fit**  
Leg shape, silhouette Comfort,  
movement Fabric properties

**Hem**  
Leg shape, silhouette  
The body in mind (foot through leg opening)  
Hemming method  
Extra fabric for extending length





IN A PERFECT  
WORLD, I WOULD HAVE  
ONE PAIR OF PANTS FOR  
EVERYTHING.

*Jakob, 39*




"I'VE ALWAYS THOUGHT  
THAT TROUSERS WITH  
STRETCH WERE A BIT WEIRD.  
UNORIGINAL. FEMININE.  
BUT AFTER TRYING A PAIR,  
COMFORT WON."

*Svend, 42*



PLAIN  
UNITS



An aerial photograph of a dense forest of evergreen trees, likely spruce or fir, with a rich green color palette. The trees are packed closely together, creating a textured canopy. The lighting is soft, highlighting the individual tree shapes against the darker background of the forest floor.

“I’M NOT AIMING FOR AN ‘A’  
IN SUSTAINABILITY, BUT TO KEEP  
LEARNING AND DOING THINGS BETTER  
FOR HUMANS AND OUR PLANET.”

*Kamilla Gitter*  
*Pattern designer*

OUR  
UNITS






“IT’S ABOUT MAKING  
A CONSCIOUS CHOICE.”

*mikkel, 27*





“TROUSERS ARE LIKE FOOD;  
I LIKE TO GET SOMETHING  
I KNOW I LOVE.”

*Erik, 52*





DISCOVER HOW WE  
SERVE OUR CUSTOMERS  
WITH EASE, LOVE  
AND UNDERSTANDING

OUR  
UNITS



# WE HANDPICK OUR CUSTOMERS AND WE KNOW EACH AND EVERY ONE OF THEM



We have customers ranging from wholesalers to webshops, and they're all important to us. But local shops have a special place in our hearts.

What best illustrates our take on customer service is how we deal with shop owners, our partners.

We prefer speaking directly with the shop owner, which is almost always the case. We enjoy doing that; they know all the details, allowing us to deeply understand their situation. It also keeps us on our toes because they expect nothing but the best.

In serving our partners, we're way beyond solving simple tasks. Aside from having a well-functioning, self-owned warehouse and streamlined logistics, we have a host

of services. We swap, exchange and do returns without hassle or counterclaims, expedite deliveries for free and much more. So, at the very least, we want our customers to feel it's easy to deal with us – but we strive for complete trust as our guiding star.

A trust that also lets us challenge our partners. We've been in our local markets for years, and frequently, we have ideas for improvement. When we share those ideas with our partners – we see it making our relationship stronger.

We haven't always been this ambitious, though. For example, we used to demand something in return in dealing with returns – say, another order of the same amount. Also, we kept more to ourselves and focused on the short term.

Not anymore. We've grown way past that.

Today, our values, ease, love and understanding have strengthened our customer relationships, the joy of working and success as a whole.

We're clear about how we serve our customers: we're easy to deal with, and we act with love and understanding. As a result, we enjoy stronger partnerships than ever before and reach our budgets with integrity.



# "I FEEL LIKE AUTHENTIC JULIANE HERE."

I got welcomed into Our Units not because of what I can do but because of who I am.

And now, having been at our company for only a few weeks, I already feel I'm part of a tight-knit community. We often meet, sit in a circle and actually share how we feel. Wow!

And I love our product. I have several friends who are loyal to Five Units trousers, and now, I've bought my first pair. I fell completely for the quality and the fit, and the fact that it isn't fast fashion, but something I can wear for many years to come.

I've worked with customer service for many years. The first two values I think of are "patience" and "friendly communication". But I'm super excited to develop my skills further and live out values of ease, love and understanding when serving our customers. It makes so much sense to me.



A man in a light-colored hoodie and dark pants is riding a motorcycle out of a large, open garage. The scene is backlit by bright light from the open garage door, creating a silhouette effect. The interior of the garage is dimly lit, showing shelves with tools, a fire extinguisher, and a red fire extinguisher on the wall. The floor is polished concrete. The overall mood is one of freedom and choice.

”TO HAVE THE COURAGE  
TO CHOOSE ONESELF...”

*Kierkegaard*







THE  
FRIENDS!









# THE MOST IMPORTANT THING FOR ME IS TO MAKE MY CUSTOMERS HAPPY.

*Majken, 47  
Owner at MAAK,  
Randers, Denmark*



What makes your shop special?

People love to visit us because they often leave with new inspiration and a happy heart. We understand our customers, take our time to talk to them and even know their families, and they love that – and so do we. One of my friends once asked me, “oh, is that your new friend?” when talking about a customer.

How do you do business?

We build relationships with our customers. We want to embrace different women in different phases of their life, so we carry a varied selection of designs, styles, and sizes. Also, we don’t “sell out”. I don’t want too many people in town wearing the same expensive jacket, because I know it’s not in the best interest of those customers who bought it. So I’d rather stock five jackets instead of twelve, even though I could sell them all. For us, that’s integrity.

When did you first hear about us?

A trade show. We were looking for a clothing brand embracing different types of women and who did stretch really well. We were intrigued by the style, quality, and comfort of your clothing line.

How do you collaborate with clothing brands?

Having close relationships with our business partners and taking on a long-term view is essential to our success. We engage and involve our partners, which often results in success for both. I expect honesty, an ongoing dialogue, visits to my store, engagement, and involvement.

If you could make your wishes come true, what would a clothing brand do for you?

Take risks with me.

Guarantee delivery so I can keep sales flowing.

Share my social media posts.

Do marketing with real people, not just models.

Be transparent with their customer list.

Promote trade in local shops.

Do day-to-day delivery.

Have a seamless claims procedure.

What do your customers love about our trousers?

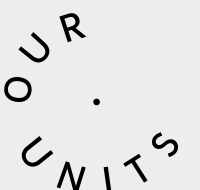
My customers trust they can find a pair of Five Units trousers that fit them just right. They feel safe in your trousers – and so do their thighs and their butt, no matter if it’s on a weekday or at a party. I love seeing a customer off with a pair of Five Units trousers because I know they fit, they’re comfortable, the quality is exceptional, and they look stunning.

What values do you share with us?

Quality. It’s essential to me. I’m done selling clothes that don’t last. Also, you have a long-term view, and you are trusting. I clearly remember the beginning of our business relationship and how we went all-in, both of us. It really paid off. I often tell our story to my other business partners as an example of how I think it’s done well.

If you could make your wishes come true, what would we do for you?

You would design and create a pair of trousers, especially for MAAK.





# WE'RE SEMI-ACTIVISTS; WE INSPIRE OUR CUSTOMERS TO LIVE MORE SUSTAINABLY BY ACQUIRING THINGS THEY LOVE AND TAKING CARE OF THEM.

*Elin, 48.  
Founder at Elin Maria,  
Eskilstuna, Sweden*



What makes your shop special?

First of all, we've served customers since 1993, so we're a relatively seasoned and experienced store. We know our customers very well – and in many cases, their families too. My four colleagues and I have been here many years, so we're like a family now – and our customers feel this vibe. Last but not least, we're semi-activists; we inspire our customers to acquire things they love and take care of them, so they live more sustainable lives.

How do you do business?

We give people a very personal experience, and we love meeting them. We focus on what the person wants to achieve; finding an outfit for an interview, a new job, university, or simply looking and feeling good. Also, our business is built around beauty and quality, and that's something we care deeply about.

When did you first hear about us?

I was looking for a brand making great trousers for women. We wanted trousers that would fit both a mother and a daughter. We wanted high quality, durable designs but with a modern twist. Then one day, I spotted Five Units in a shop in Stockholm – and the rest is history. Today, we also sell Plain Units for men.

How do you collaborate with clothing brands?

We work for the long term, build close relationships and have an ongoing dialogue. For example, I'm a Pattern Designer, so I know what I want in terms of quality in the construction of trousers. My partners know that, and they're open to my ideas. The openness also goes the other way around, and I love getting inspiration. Also, during the last five years, I've had a minimum requirement for brands I work with; they somehow have to be working with sustainability.

If you could make your wishes come true, what would a clothing brand do for you?

Have soul and be classic – but be brave and think new.

Seamless swaps if clothes don't sell well.

Become more sustainable.

What do your customers love about our trousers?

Your trousers solve their problems and make them look fabulous and feel great. For example, let's say they need a pair of trousers for work, dinner, something else – or they feel insecure; their problem is solved the moment they put on your trousers. Also, it means a lot to them that you don't change the fit from year to year.

What values do you share with us?

You're so easy to deal with – and you're in it for the long run. Also, your sense of quality and the fact that you insist on putting humans first (not business or brands) are very in tune with how I view the world.

If you could make your wishes come true, what would we do for you?

I can't even conceive of anything. You do everything perfectly as of now.

OUR  
UNITS



A silhouette of a person is captured mid-air, jumping from a wooden dock into a body of water. The scene is set at sunset, with a vibrant orange and yellow glow on the horizon. The sky is a deep blue with wispy white clouds. The dock is made of dark wood and has a set of stairs leading down to the water. The water is dark blue with gentle ripples. The overall mood is serene and adventurous.

TO DARE IS TO LOSE ONE'S FOOTING FOR  
A WHILE. NOT TO DARE IS TO LOSE ONESELF.

*Kierkegaard*





# I'M GETTING EVERY- THING I CAN DREAM OF IN OUR PARTNERSHIP.

*Kristine, 52.  
Product Manager at Texcon,  
Oslo, Norway*

What makes your company special?

We give our members the right tools and motivation and create a safe environment for them so they can follow their passion.

How do you do business?

We strive to guide our customers, independent clothing stores, to improve their turnover while minimising their cost and be as effective as possible.

When did you first hear about us?

I first heard about Five Units through Frode Kommode, a Norwegian agent, on a business trip to Copenhagen Fashion Fare.

How do you collaborate with clothing brands?

Our primary focus is building relationships with other people who share the same goals that benefit both partners. We want close cooperation with an open and ongoing dialogue and honestly build confidence in the relationship.

If you could make your wishes come true, what would a clothing brand do for you?

They would digitise and automatise the supply of clothes from the brands to the store.

What do your customers love about our trousers?

The clothing stores – our members – want trousers that follow the fashion market and are made of high quality. So, selling those kinds of trousers results in a healthy profit and higher sales for our members.

What values do you share with us?

We want to reach the same goals. To get there, trust, honesty and open, transparent communication are essential – and that's how we collaborate with you.

If you could make your wishes come true, what would we do for you?

I'm getting everything I can dream of in our partner.



# WE SHARE A LONG-TERM VIEW ON THINGS AND VIEW EACH OTHER AS PARTNERS, WHICH HAVE BEEN VITAL TO OUR SHARED SUCCESS.

*Morten, 48  
Store Manager at Jill & Joy and RICH  
Esbjerg, Denmark*



What makes your shop special?

We drive our core values forward for the third generation in a row.

We strive to deliver excellent customer service and an aesthetically pleasing, perfect shopping experience. Our customers can buy a pair of trousers, and have them tailored to their needs and sent to their home for free soon after.

How do you do business?

It's all about the relationship with our customers. We always offer seamless returns, repairs, and exchanges – with perfect trust in the customer. Our customers are always right. Surprisingly, we manage to have personal customer relationships, even though we're a relatively large shop.

When did you first hear about us?

We knew your founder and liked his taste. We were on board from the beginning and used our extensive experience to guide you in the very early phases. Since then, we've enjoyed a special relationship with you.

How do you collaborate with clothing brands?

I openly share my sales figures and, in return, expect a high degree of transparency. We visit and call our partners often, talk about returns, swaps, exchanges, ideas, and we expect trust, respect, and a long-term view on both sides. Win/win partnerships mean a lot to us, and we'd rather buy from a well-known partner than from a brand we don't have a relationship with.

If you could make your wishes come true, what would a clothing brand do for you?

Make it easy for my employees to wear their clothing at work.

Offer seamless returns, swaps, and exchanges.

Do SoMe marketing in my local market.

What do your customers love about our trousers?

Our customers love the flexibility of your trousers, the quality, the fit and color, and the comfort. They're always surprised that your trousers don't itch, get too warm or fail at the knees and lose color. They trust your trousers. Also, they love that you're a specialist.

What values do you share with us?

**Honesty.**  
**Transparency.**  
**Trust.**

We share a long-term view on things and view each other as partners, which have been vital to our shared success. And that we like to take the initiative, test ideas and break ground.

If you could make your wishes come true, what would we do for you?

You would invite our employees to see the production from thread to trouser.



# TROUSERS AND SHOES SHOULD FIT YOU PERFECTLY. DON'T COMPROMISE WITH THESE.

*Michael Kaup Pedersen, 43  
Owner at Kaup & P  
Nykøbing Falster, Denmark*

What makes your shop special?

I try to create a friendly, relaxed, and welcoming vibe in my store. I'm on a first-name basis with most of my customers, and I treat my customers as human beings, not people I have to sell to. Also, I serve beer, whiskey, and coffee.

How do you do business?

I sell high-quality clothes.

For me, quality is essential. It's also a crucial part of my business; my customers value it above all else, making it core to all I do. Also, I straightforwardly do business based on trust. If a customer claim occurs, I handle it smoothly to make them feel trusted, understood and appreciated.

When did you first hear about us?

It was in the spring of 2019. I decided to try out the Josh style. I had been on the lookout for trousers with stretch, and I required excellent quality. Since then, our partnership has evolved, and your trousers have enjoyed several years of solid success in my shop. How do you collaborate with clothing brands?

I don't want a rigid, purely transactional relationship with suppliers. I want engaged partners with whom I have a close dialogue, bring fresh ideas, inspire me, and suggest things that could work in my local market.

If you could make your wishes come true, what would a clothing brand do for you?

Engage in an ongoing dialogue and inspire me.

Give me free returns – and help me take bigger risks with new styles and avoid discounting.

Offer pure commission.

Avoid discounting clothes online, which they've just sold to me.

Suggest redecoration with branded shop fittings.

What do your customers love about our trousers?

98 % percent of my customers who bought Plain Units absolutely love the trousers' comfort and quality.



OUR  
UNITS





WE ARE NOT  
A COMMUNITY  
BECAUSE WE WORK  
IN THE SAME SPACE,  
BUT BECAUSE WE ARE  
TOGETHER AS HUMAN  
BEINGS.

HEART TO HEART.



“I’m a salesperson, but most of all I’m a human and the way we run our business by cherishing, helping and understanding each other resonates deep within me.”

*Emelie, Sales Manager,  
Five Units, Sweden*






DON'T FORGET  
TO LOVE YOURSELF.

OUR  
UNITS





LOVE  
LETTERS  
FROM  
NATASCHA,  
ANNE MARIE,  
LOUISE,  
SUSAN,  
BASTIAN  
AND  
MORTEN

*They follow us from Monday to Sunday,  
in thick and thin, wash after wash.  
But what do the right trousers mean to  
us as human beings and the way we live  
our lives? These men and women can tell*



*Love Letter No.1*

I'm a mother, I work with technology, and am passionate about Scandinavian style and taking street-style photos.

During the day, I bend down, stand up, sit down, move from one place to another. My trousers from Five Units make me feel comfortable doing all that.

I also like the diversity of styles; baggy, tight, a little sexy. It helps women to express how they feel and adjust throughout the day.

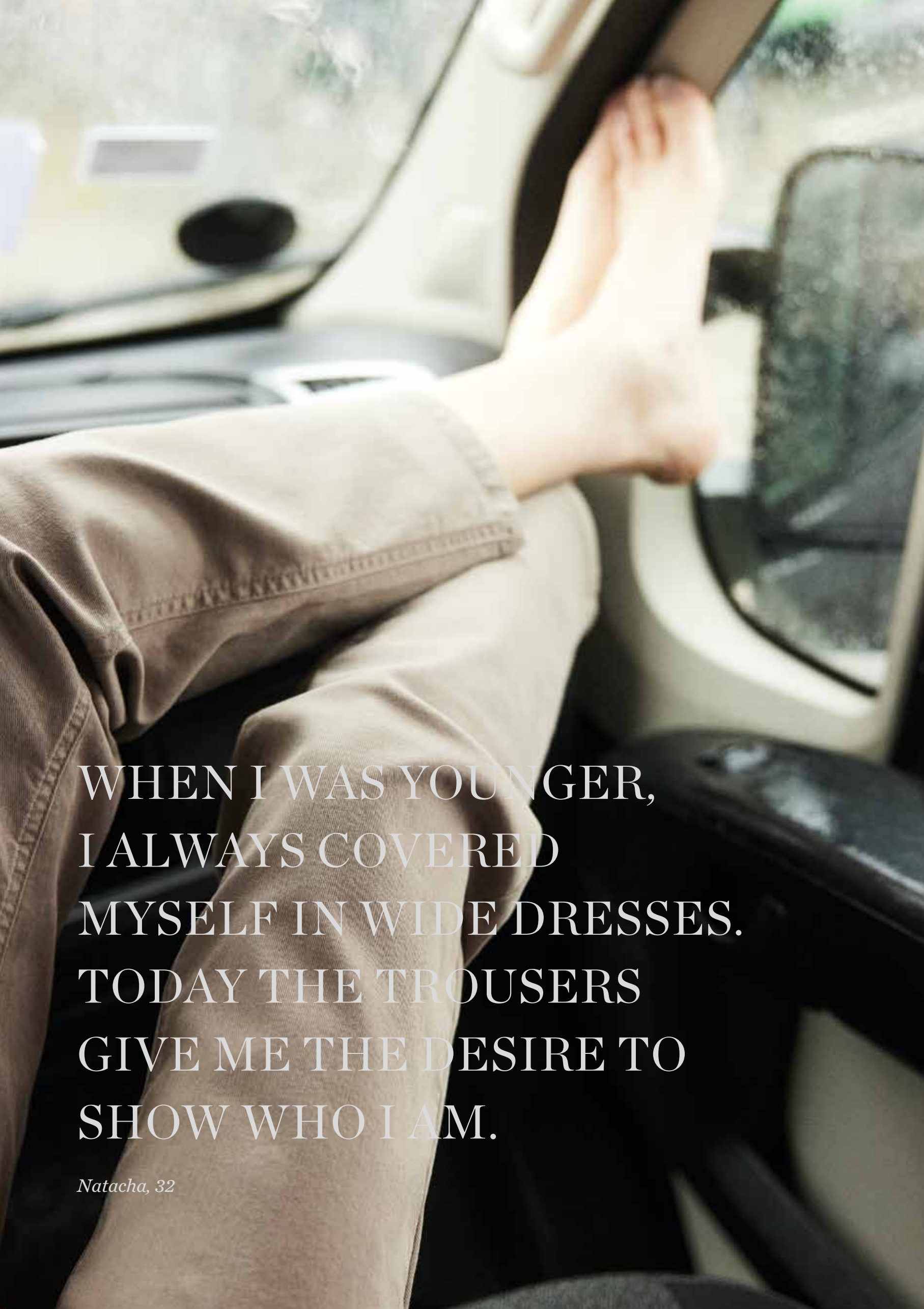
It's really about the way we treat ourselves and the energy we share.

I'M A MOTHER, I WORK WITH TECHNOLOGY, AND AM PASSIONATE ABOUT SCANDINAVIAN STYLE AND TAKING STREET-STYLE PHOTOS.

*Susan, 49*

FIVE  
UNITS





WHEN I WAS YOUNGER,  
I ALWAYS COVERED  
MYSELF IN WIDE DRESSES.  
TODAY THE TROUSERS  
GIVE ME THE DESIRE TO  
SHOW WHO I AM.

*Natacha, 32*

*Love Letter No.2*

Five Units has become a part of me. The trousers have been with me for 10 years, and I have eight pairs of Angelie indifferent qualities and colors.

The dark blues are my safe trousers; in them, it feels good to be me. They balance practical and neat and make me comfortable both when I'm home, Cycling, and working as a Social Educator.

The best thing about Angelie is that my stomach can't be seen, plus the slim fit and the cutlines across the thigh-highlight my slender legs.







I CAN LITERALLY WALK THE WAY THAT IS MINE IN THESE TROUSERS, AND I WISH FOR EVERYONE TO FIND THEIR OWN PATH AND KEEP MOVING. EVEN IF IT'S JUST JUMPING AND DANCING ON THE SPOT, WHICH THESE TROUSERS ARE PERFECT FOR TOO.

Anne Marie, 54

*Love Letter No.3*

Sometimes when I prepare tomorrow's outfit in the evening I wake up feeling like something else– but I stick to my Five Units trousers.

They have followed me for a long time and feel like the right choice; may the day be good or less good. The trousers are a feeling, which complements and reflects the way I support myself from within.

They are a core of safety and security – something that just works and gives me freedom to experiment in new areas physically, mentally, and spiritually.

I can literally walk the way that is mine in these trousers, and I wish for everyone to find their own path and keep moving.

Even if it's just jumping and dancing on the spot, which these trousers are perfect for too.



*Love Letter No.4*

I guess most of us have a thing or two, which we pull up the laundry basket and put on again. That's my relationship with trousers that make me feel attractive just as I am.

Like my Clara, they sit tight without tightening. I sense them without thinking about them. It's a feeling of security, comfort, self-confidence, and charisma, which carry me through the day.

I live in those trousers and want them in all colors. That's why I love Five Units' sustainable concept, where colors may change, but the style remains.

Being able to hold on to my favorites matters a lot. Imagine if Clara was taken out of the collection, and I couldn't get this feeling anymore ...

I GUESS MOST OF US HAVE  
A THING OR TWO, WHICH  
WE PULL UP THE LAUNDRY  
BASKET AND PUT ON AGAIN.  
THAT'S MY RELATIONSHIP  
WITH TROUSERS THAT MAKE  
ME FEEL ATTRACTIVE JUST  
AS I AM.

*Louise, 31*





IN THE PAST, MY VANITY LED  
ME TO WEAR TROUSERS THAT  
LOOK NICE BUT DIDN'T FEEL  
GOOD. NOW, WITH YOU, KEVIN,  
I DON'T HAVE TO CHOOSE.

*Bastian*

*Love Letter No.5*

Kevin – you know I'm incredibly vain, and you know I don't like to show it. I want nothing but uncomplicated comfort and a perfect look, and you give me both.

You're so exquisite that I won't hesitate to wear you at work or at a party. You let me do stuff without thinking twice, and I always know that you have my back.

Sometimes I feel awkward in my own body. But you don't know about this feel – it fades the second I put you on. Some trousers make a terrible day worse. You make it better.

In the past, my vanity led me to wear trousers that look nice but didn't feel good. Now, with you, Kevin, I don't have to choose.

Thank you.





YOU SHOULD KNOW THAT  
I'VE TRIED OTHER TROUSERS.  
BUT DON'T WORRY;  
THEY NEVER MAKE ME FEEL  
AS GOOD AS YOU DO.

*Morten*

*Love Letter No.6*

Riley – we've been friends for a couple of years now. You're one of the only trousers I wear. We're close. I love how comfortable you make me feel. You fit me just right, and you make me look good.

I really appreciate that.

When we're at work, your anonymity and timeless aesthetic are there for me – like a calm mountain. You know how I like to appear neutral but design clothes that stand out; your untroubled essence helps me achieve that.

You should know that I've tried other trousers. But don't worry; they never make me feel as good as you do. I'm left feeling unpleasant, unsure, vain. It's not nice.


Once upon a time, I was even a slave of trying out new stuff searching for myself – trends, hypes, too-tight clothes, trying to stand out.

Not anymore. I've grown.

And you're my home now.

PLAIN  
UNITS





"YOU ARE NOT MEANT FOR CRAWLING,  
SO DON'T. YOU HAVE WINGS. LEARN TO  
USE THEM AND FLY."

*Rumi*



**DON'T  
ADAPT  
TO THE  
WORLD,  
BUT BE  
IN THE  
WORLD.**





"YOUR TOMORROW DEPENDS  
ENTIRELY ON WHAT YOU DO TODAY."

*Ghandi*

OUR  
UNITS





# DON'T BUY CLOTHES

*How To Choose and  
Use Trousers That Last  
You a Long Time  
Because that's the secret  
to sustainable clothes.*

So, what are my best options  
as a consumer?

Here's the breakdown from most  
sustainable to least sustainable:

- 1. Don't buy clothes**
- 2. Use your clothes for a long time**
- 3. Buy clothes made sustainably**

Okay, you're not going to walk around  
in old, worn-out rags – or naked, for  
that matter.

You want a new pair of trousers.

You've found a style you like.

They're comfortable, of a quality you  
like, and they're functional, durable  
and at a perfect price. They're also  
made by a brand you trust and are sort  
of in tandem with the trend of  
the times – because that's what most  
consumers consider before even  
thinking about sustainability.

... and then a thought hits you:  
are these trousers sustainable?

It's not easy to figure out, we know.

So, here's the secret:

Choose trousers you'll love  
– and wear them as often as you  
can.

It seems pretty straightforward,  
but it's a feeling – and being in con-  
tact with that, and knowing which  
trousers you'll love, can be tricky.

As a help next time you're buying  
trousers, try considering:

**Aesthetics:**

Will I love the design for years  
to come?

**Fit:**

Do they fit me perfectly?

**Comfort:**

Will I love wearing these  
for a long time?

**Quality:**

Does it feel like they're  
well-made?

**... and try to navigate from your  
heart consciously.**

And remember that the most  
sustainable choice is the one you'll  
love the most.



# TOWARDS BETTER CHOICES

The most sustainable thing would be to stop making more trousers, but would that be the right thing to do? Not in our opinion. All people need creativity, identity and personal expression. Therefore, we view sustainability from a circular mindset striving to make better choices along the way.

It is about focusing on more than sustainable product fibres, as the biggest environmental benefit lies in how long the trousers last and how much they are used and trying to think one step further and taking responsibility for the entire life of the trousers.

Quality trousers that last throughout everyday life is another of our conscious choice, just like we excel in nothing but fits that embrace as many people as possible.

We also stick to colours with authentic references to the fresh brown soil, the green leaves of the tree crowns, the blue notes in the sea, the black night sky, and the shades of the sandy beach.

And spend time on well-thought-out and simple design, where all details have a function.

It's in our DNA to revisit how we do things to get better rather than constantly creating more new stuff. This circular mindset spreads like ripples in the water; to us from our sources of inspiration and from us to our partners.

It is really about something earth-bound and human: To think with our hearts, be a good forerunner and leave the planet in proper or even better condition for generations to come. For us, sustainability is not a battle over who creates products made of the most organic cotton. It is based on the love to keep learning and making things better as trousers makers – for humans and our planet.

# FIVE CONSCIOUS RESULTS

We have reduced the number of samples by making patterns and manuals on our styles

Our purchasing strategy has changed, so only the quantity sold is produced.

We activate a materials strategy, where we slowly increase the transition to more sustainable sources in the choice of fibres. Our denim program is an example of this.

Our labels are produced using recycled polyester and tags using FCS certified paper.

We have changed how we fold our trousers, so our polybag consists of 1/3 less plastic than before. As a result, our trousers can now be packed tighter and less air will be transported.

*“As a company and humans, we are committed to making conscious choices wherever it is obvious and possible for us. We owe it to the planet we live on - it's a simple and nice kind of rent.”*

*Kamilla, Pattern Designer*

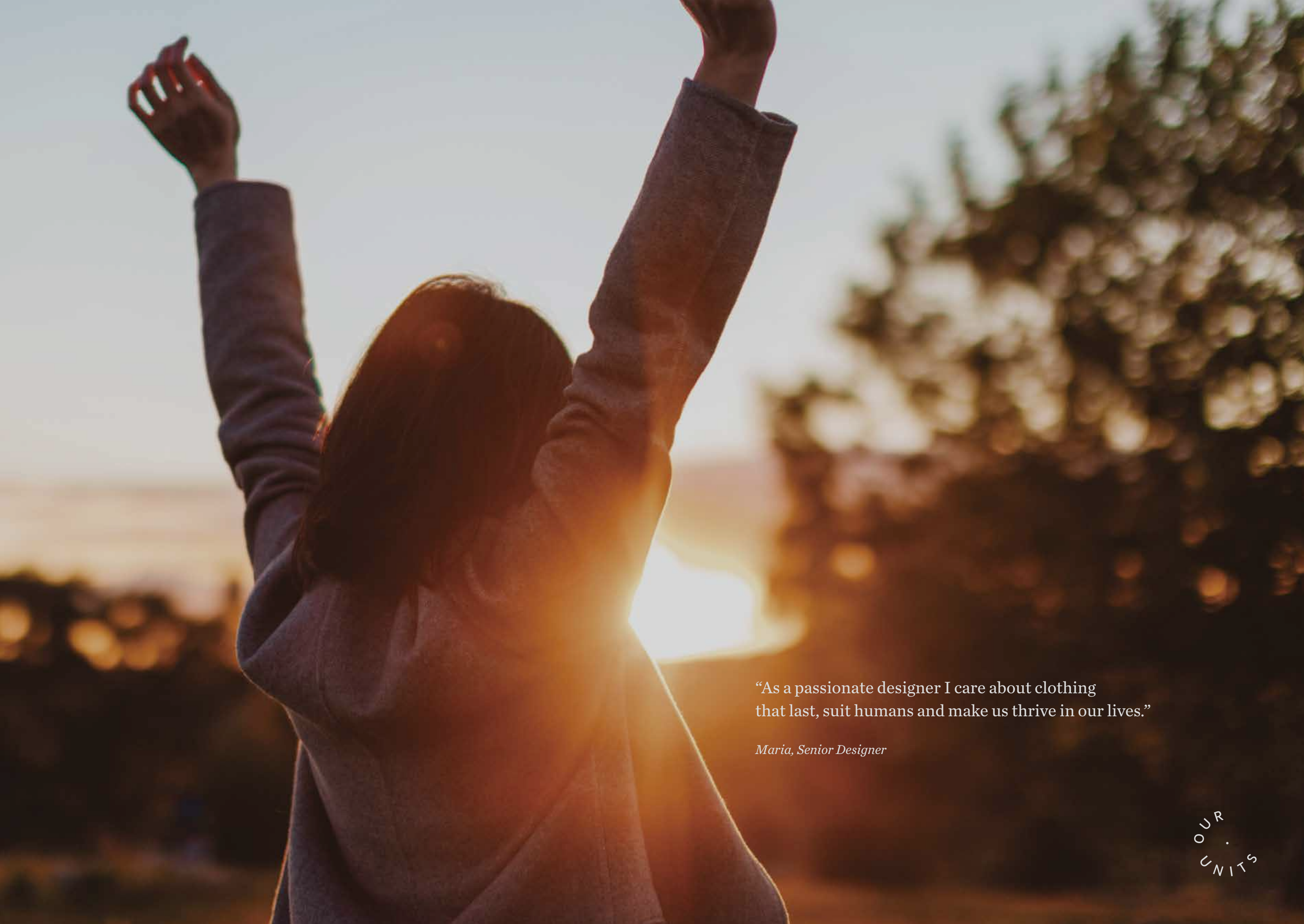




# WASH LESS, KEEP LONGER

Often your trousers don't need  
a ride in the washing machine.  
A little love from you is enough:  
Hang them out to air or remove  
spots gently by hand.





“As a passionate designer I care about clothing that last, suit humans and make us thrive in our lives.”

*Maria, Senior Designer*



IT'S THE TROUSERS  
FITTING YOU NOT THE  
OTHER WAY AROUND!




# OUR FAVOURITE RITES

"WITH A FIT INSPIRED  
BY THE 1970S, NAOMI REPRESENTS  
UNCONVENTIONAL THINKING AND  
NEW WAYS OF BEING HUMAN."

*Kamilla, Pattern Designer*





ONE OF MY FAVORITE FIVE UNITS STYLES IS HAILEY, BECAUSE OF ITS FEMININE SHAPE AND EDGY DETAILS, WHETHER IT'S TROUSERS OR PEOPLE HIGHLIGHTING CHARACTERISTICS ALWAYS INSPIRES ME.

*Emelie, Sales Manager, Five Units, Sweden*



"HAILEY WAS MY FIRST TROUSER-LOVE AND CHANGED MY VIEW ON TROUSERS AND MYSELF."

*Santi, Brand Manager, Five Units*





"BEING PART OF THIS COMPANY  
INSPIRES ME TO SPREAD LOVE, EASE,  
WISDOM, AND UNDERSTANDING."

*Line, Purpose-maker and  
Copywriter, Five Units*



**"WHEN I'M IN MY DENA,  
I FEEL FRESH, ENERGETIC  
AND ON THE MOVE."**

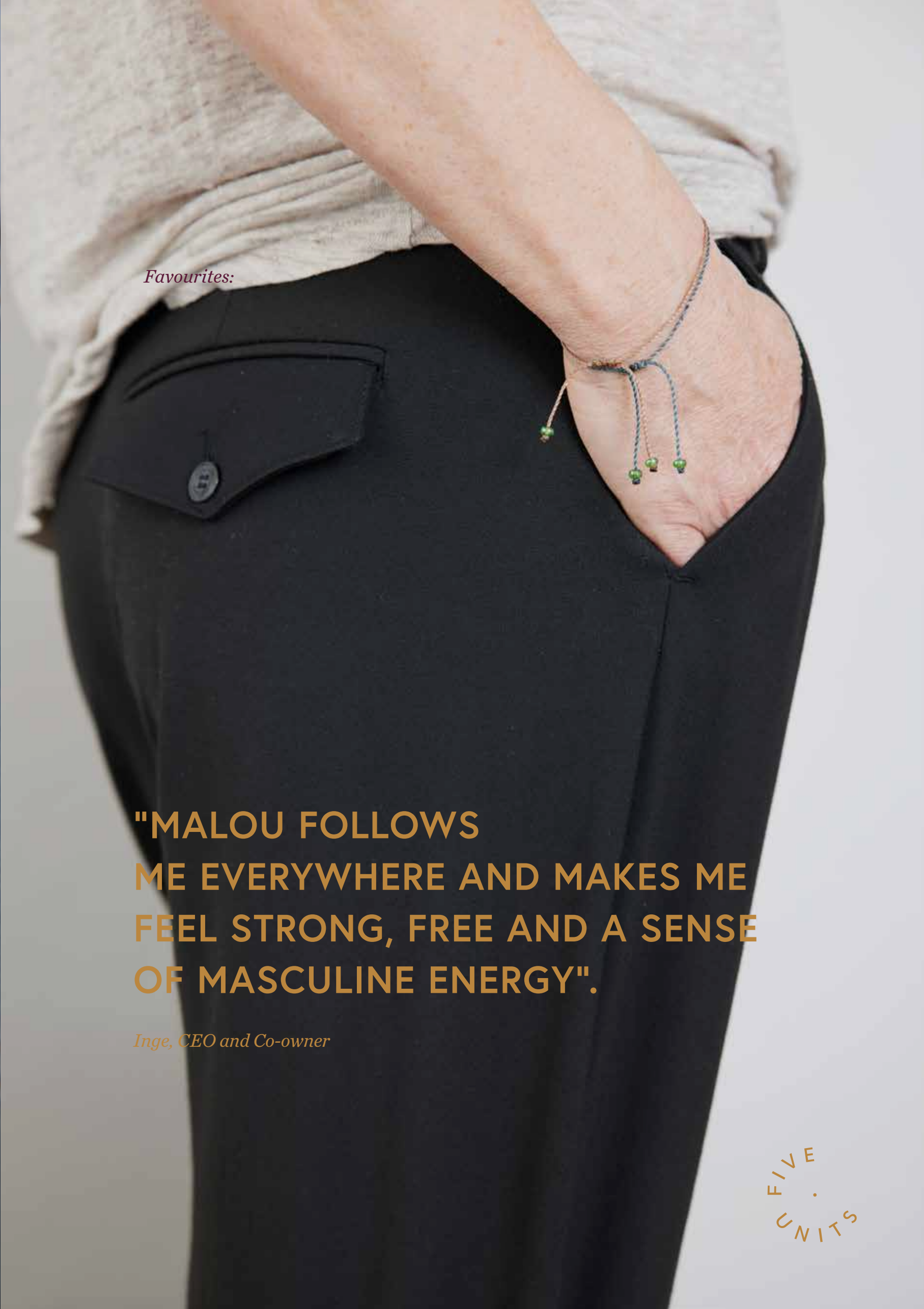
*Stine, Head of Sales*





"I KNOW HOW MY SKINNY  
KATE FITS, THERE ARE NO  
SURPRISES, IT'S PERFECT."

*Nicoline, Sales Coordinator*



*Favourites:*

"MALOU FOLLOWS  
ME EVERYWHERE AND MAKES ME  
FEEL STRONG, FREE AND A SENSE  
OF MASCULINE ENERGY".

*Inge, CEO and Co-owner*





**EVERYTHING WILL BE OKAY IN THE END.  
IF IT'S NOT OKAY, IT'S NOT THE END.**

*John Lennon*





"AS YOU START TO WALK  
ON THE WAY, THE WAY APPEARS."

*Rumi*



OUR  
UNITS

*With ease, love and understanding  
we design trousers for you to embrace who you are and take brave steps  
while we are leading the way for human and sustainable fashion.  
Our Units 2021.*