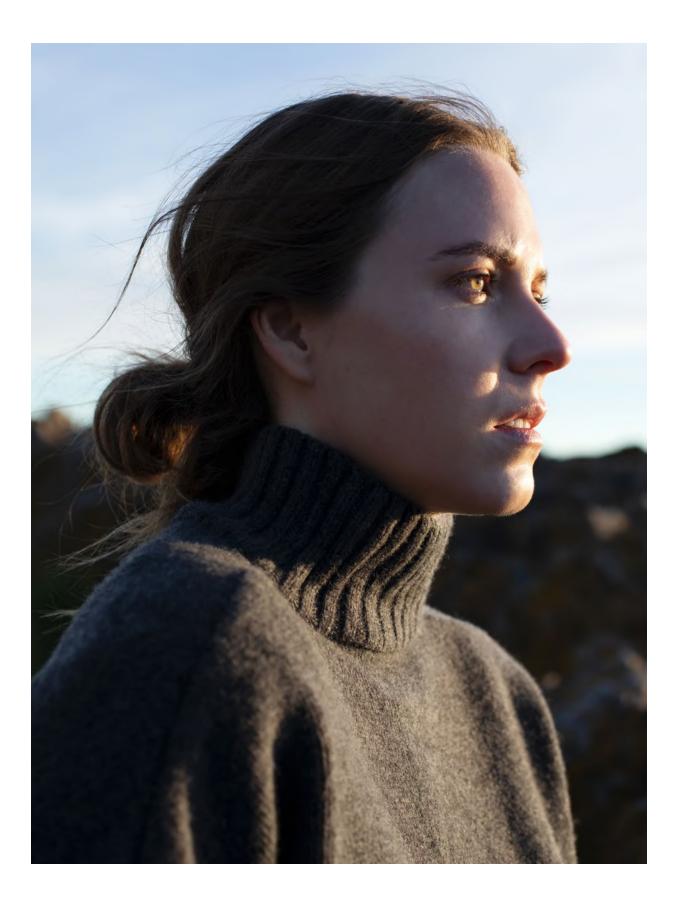
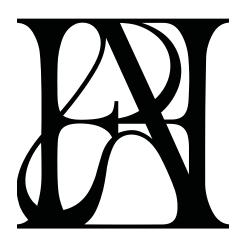


HUALI

SALESBOOK 2024





A collection that transcends seasons

FLAPH is a contemporary brand rooted in Scandinavian minimalism and responsible design practices. Breaking away from traditional norms, we revel in the freedom of having no set theme. The main story revolves around the product itself, highlighting its unique narrative and the impeccable craftsmanship. Our collection is an ode to timeless and versatile styles that uphold the highest standards of quality.

Our goal is to design forever pieces that empower women in their everyday lives. We strive to create garments that seamlessly blend comfort and beauty, allowing women to confidently showcase their individuality to the world.

Responsibility

At FLAPH, we acknowledge the profound responsibility that comes with being a clothing company. We consider it our obligation to the planet and future generations to actively contribute to positive change and advocate for a more sustainable approach to clothing production - focusing on premiumquality garments that last. This includes re-thinking materials and how we use them.

Within our collection, you'll find that all our styles feature recycled or organic fabrics. Additionally, we prioritize selecting fabrics with sustainable certifications. It's a no-compromise approach and always will be.

GOTS

Global Organic Textile Standard is an international standard for the processing of organic textiles. The standard takes into account every stage of production - from cultivation and processing of certified organic fibers to manufacturing, packaging and distribution. The GOTS certification requires that a minimum of 70 percent of the product consists of certified organic fibers and that all chemistry such as dyes meet special environmental requirements. The certification is your guarantee that the textiles you buy are both organic, chemical-free and produced in a socially responsible manner.

GRS

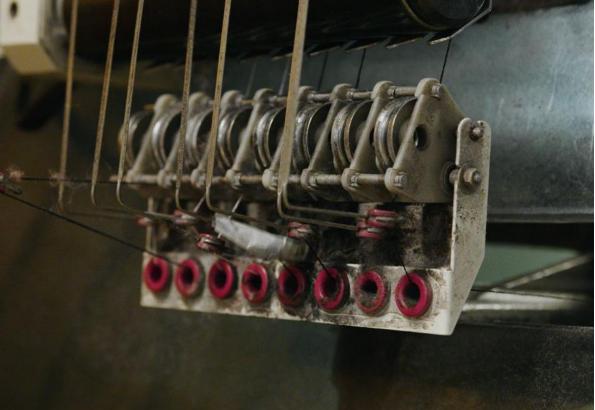
The Global Recycled Standard is an international, voluntary, full product standard that sets requirements for third-party certification of Recycled Content, chain of custody, social and environmental practices, and chemical restrictions. The goal of the GRS is to increase use of Recycled materials in products and reduce/eliminate the harm caused by its production. The Global Recycled Standard is intended for use with any product that contains at least 20% Recycled Material. Each stage of production is required to be certified, beginning at the recycling stage and ending at the last

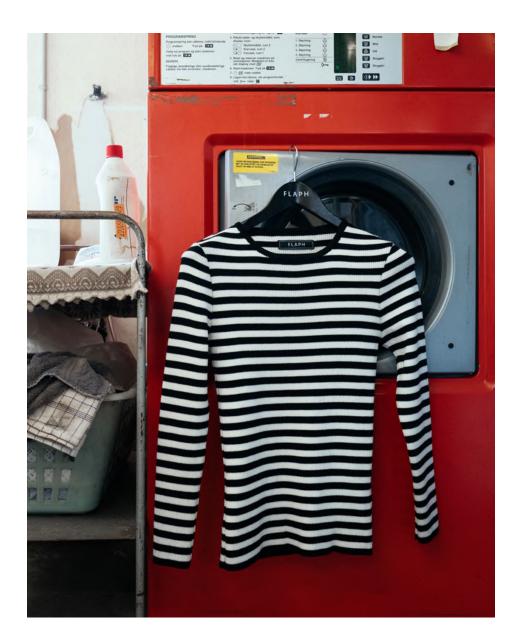
STANDARD 100 BY OEKO-TEX®

Standard 100 by OEKO-TEX' is one of the world's best-known certifications for textiles tested for harmful substances. The various tests are carried out by independent OEKO-TEX' partner institutions, taking into account numerous regulated and non-regulated substances that can be harmful to human health. In many cases, the limit values for STANDARD 100 go beyond national and international requirements. In order for an article to achieve the OEKO-TEX' standard 100









Supporting craftsmanship and local Danish production

We are particularly proud of our selection of contemporary knitwear made in Denmark, supporting local craftsmanship.

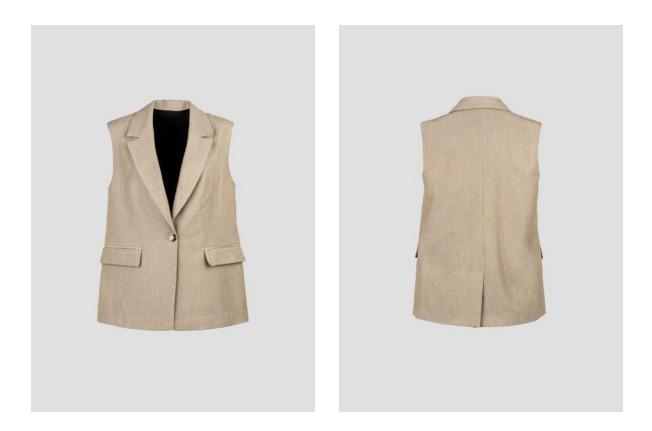
All our knits are carefully produced at one of the last remaining knitting factories in Denmark. The family-run business has been in operation since 1983 and is now managed by the second generation.

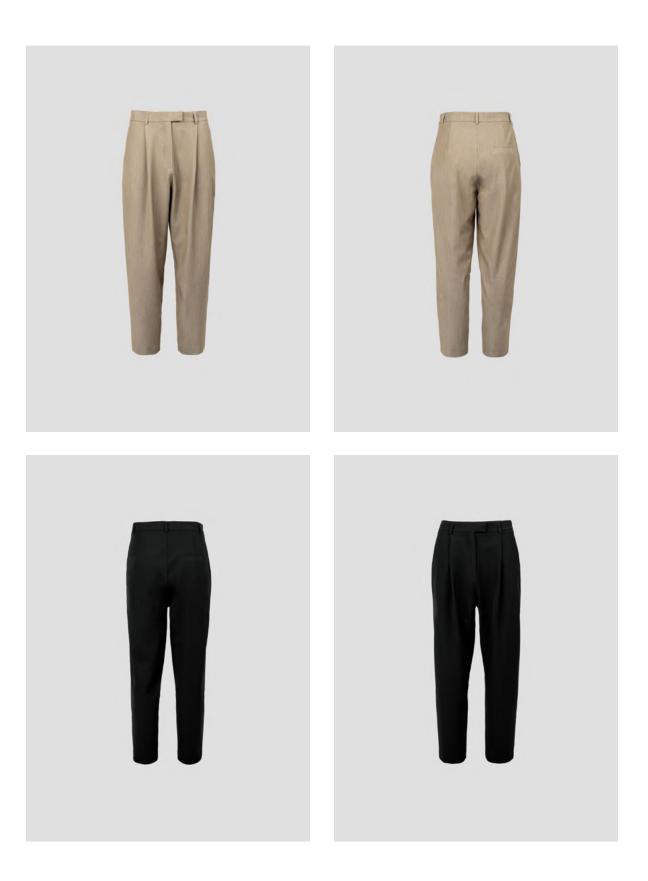
Each knit is handled with care, and the factory takes pride in quality and perfection. We love being able to support local craftsmanship and uphold craft traditions that ensure excellent quality products for use season after season.



STYLE NAMECeleste Assymetric Mini DressSTYLE NORC2401MATERIAL74% Recycled PES, 21% Visc., 5% EA (GRS Certified)SIZESXS S M L XLWHSEUR 76 DKK 560RRPEUR 189 DKK 1.399COLORLight Beige

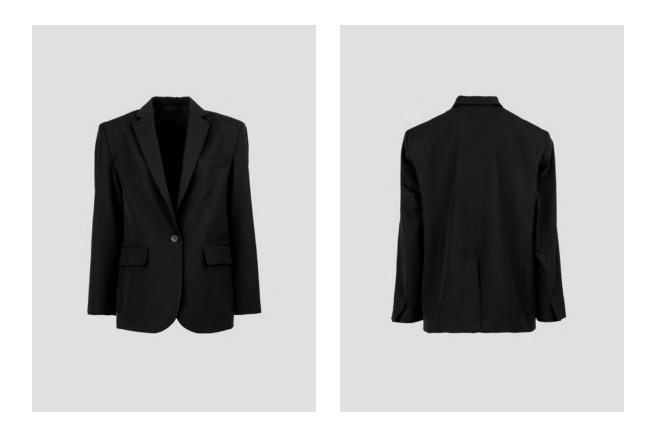
STYLE NAMEEsme Blazer VestSTYLE NORC2402MATERIAL74% Recycled PES,21% Visc., 5% EA (GRS Certified)SIZESXS S M L XLWHSEUR 76 DKK 560RRPEUR 189 DKK 1.399COLORLight Beige





FYLE NAMERotana Straight TrousersFYLE NORC2403IATERIAL74% Recycled PES, 21% Visc., 5% EA (GRS Certified)IZESXS S M L XL/HSEUR 60 DKK 440RPEUR 149 DKK 1.099/OLORLight Beige & Black

TYLE NAMEJane Oversized BlazerTYLE NORC2404AATERIAL74% Recycled PES, 21% Visc., 5% EA (GRS Certified)IZESXS S M L XLVHSEUR 92 DKK 680RPEUR 229 DKK 1.699COLORBlack





STYLE NAMEBianca Pinafore DressSTYLE NORC2405MATERIAL74% Recycled PES, 21% Visc., 5% EA (GRS Certified)SIZESXS S M L XLWHSEUR 60 DKK 440RRPEUR 149 DKK 1.099COLORBlack



TE NAMEBritney Mini SkirtTE NORC2406TERIAL74% Recycled PES, 21% Visc., 5% EA (GRS Certified)ESXS S M L XLISEUR 48 DKK 360PEUR 119 DKK 899LOPBlack











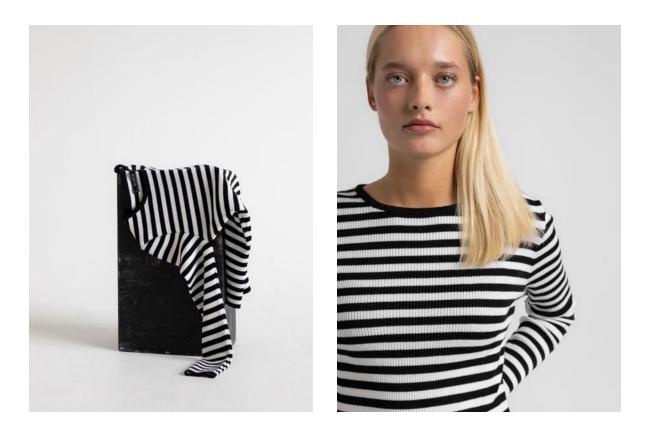




Mira Relaxed Shirt RC2408 75% Recycled Cotton, 20% PA, 5% XS S M L XL EUR 48 DKK 360 EUR 119 DKK 899 Black & Midnight Blue

S Certified)

STYLE NAMELora Rib KnitSTYLE NODK00004MATERIAL100 % Merino Wool (OEKO-TEX Standard 100)SIZESXS/S M/L XLWHSEUR 25 DKK 185RRPEUR 199 DKK 1.499COLORBlack/White



STYLE NAMELulu KnitSTYLE NODK00002MATERIAL100 % Lambswool (OEKO-TEX Standard 100)SIZESXS/S M/L XLWHSEUR 104 DKK 777RRPEUR 289 DKK 2.099COLOURDark Grey





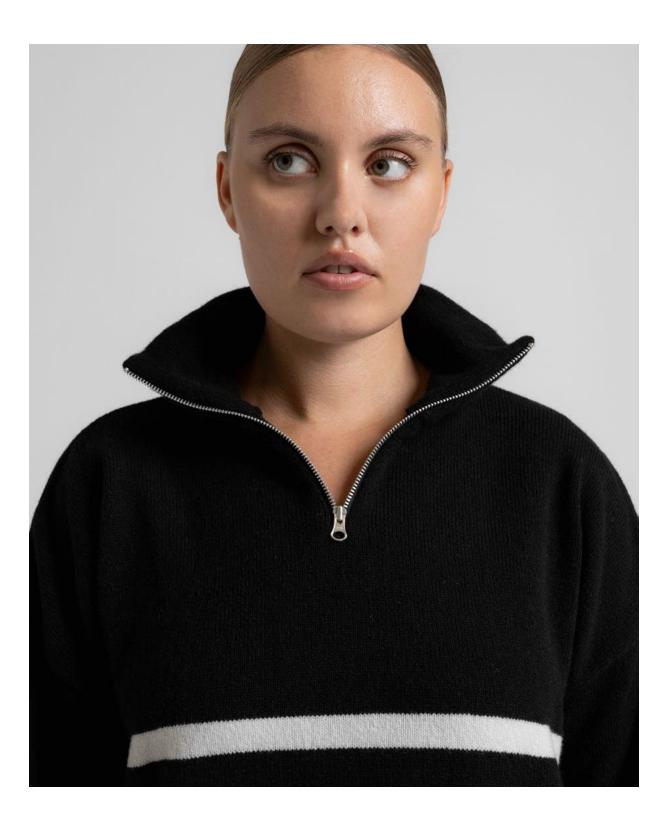


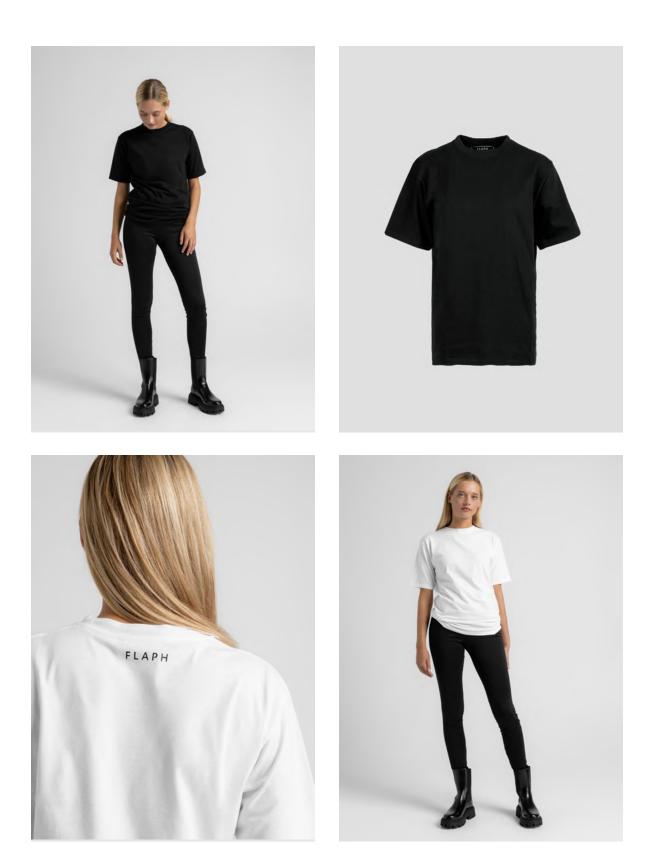
Ivy Cardigan DK00003 100 % Lambswool (OEKO-TEX Standard 100) XS S M L XL EUR 25 DKK 185 EUR 69 DKK 1.899 Beige

HUW7:

STYLE NAMEAlley KnitSTYLE NODK00001MATERIAL100 % Eambswool (OEKO TEX Standard 100)SIZESXS/S M/L XLWHSEUR 104 DKK 777RRPEUR 289 DKK 2.099COLOURBlack/white

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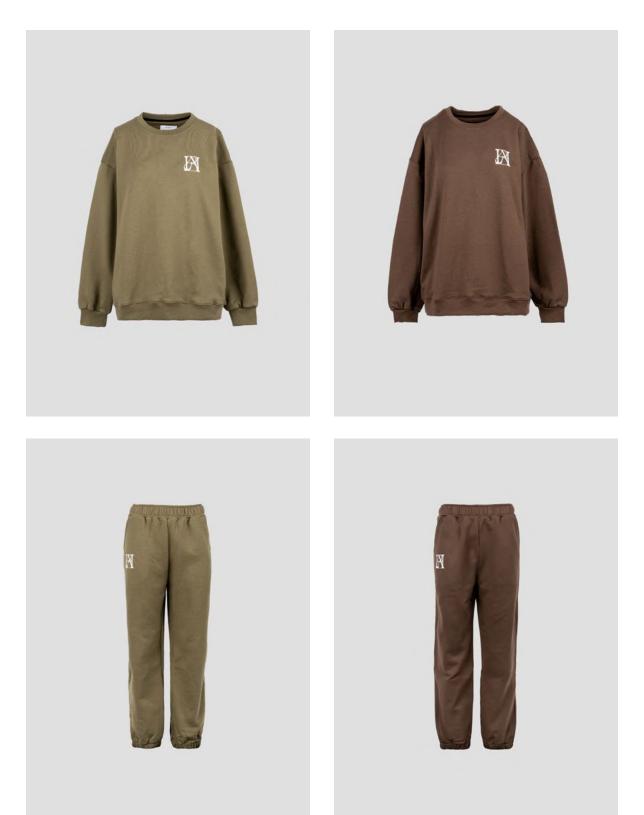
Haven T-shirt AR30976 100 % Cotton XS S M L XL EUR 25 DKK 185 EUR 69 DKK 499 White & Black

FLAPH

STYLE NAMEMonogram T-shirSTYLE NOAR30976MATERIAL100 % CottonSIZESXS S M L XLWHSEUR 32 DKK 24RRPEUR 79 DKK 59COLORBlack







Maggie Sweatshirt FT2401 70% Organic CO, 30% Recycled PES XS S M L XL EUR 54 DKK 400 EUR 135 999 DKK Chocolate Brown & Olive Green STYLE NAME STYLE NO MATERIAL SIZES WHS RRP

Rose Sweatpants FT2402 70% Organic CO, 30% Recycled PES XS S M L XL EUR 44 DKK 320 EUR 109 799 DKK Chocolate Brown & Olive Green



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