

THE NEW

brand book



SOCIETY

our universe



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origins



The New Society was born in Spain in 2018 as the personal project of Estefanía Grandío, founder and current creative director.

With more than twenty years of experience at some of the world's leading fashion brands and inspired by the birth of her two children, Valentina and Matteo, Estefanía embarked on this journey to bring her values and vision to life through a collection imbued with a unique and deeply personal style.

The brand's creation was driven by a desire to accompany the transformation of an increasingly conscious society, offering the beauty of timeless aesthetics. The New Society stands as a sustainable brand with a strong, defined aesthetic language, constantly seeking beauty and striving to convey emotion through every collection, always with a conceptual and meaningful approach.

Our aspiration is to become the voice of those who aim to balance fashion with a commitment to being part of an optimistic and transformative change in society.

What began as a brand dedicated to the kids & baby universe evolved over time. Two years later, a woman line was launched, progressively developing its own identity and character while remaining deeply rooted in the same core values that define The New Society: sustainability, emotion, and timeless beauty.

Today, The New Society continues to evolve, remaining deeply rooted in the values that inspired its creation, while paving the way for a more conscious and beautiful future in fashion.

our founder

Our founder, current creative director, and CEO imagined a brand with soul and intention—a departure from fast fashion and conventional standards.

She envisioned creating high-quality garments made locally, designed to stand the test of time with contemporary yet timeless designs that transcend trends.

With a background in fashion design and a creative master's degree in photography, her influence is deeply embedded in The New Society and the visual storytelling that accompanies each collection. After years of experience working with international brands as a designer and design director, her last position saw her leading an international brand.

Her journey culminated in a New York runway show and ultimately serving as Head of Concept Design, where she refined her passion for infusing collections with both aesthetic and conceptual depth. This pivotal experience shaped the essence and vision of The New Society.

Her leadership ensures that The New Society is not just a brand, but a platform for storytelling, a source of inspiration, and a driver of meaningful change.

As the brand has grown, its values remain steadfast, while its visual and aesthetic strength continues to evolve, creating unique collections with clear and meaningful messages. Today, she leads a team of more than 15 women, oversees the company's global sales, and designs every collection.

She is personally involved in each product, from fittings to final adjustments, ensuring her touch is reflected in every detail of the brand. Her relentless pursuit of excellence permeates every aspect of The New Society, driving sustainability as a holistic approach—from what we create to how we create it, ensuring that our values endure.



our philosophy

At The New Society, we are driven by a vision of conscious fashion that combines timeless aesthetics with a commitment to sustainability:

90% MADE IN EUROPE

The majority of our collections are crafted in Europe, reflecting our dedication to quality, ethical practices, and proximity to our production partners.

MADE WITH NATURAL, ORGANIC, RECYCLED, OR SUSTAINABLE MATERIALS

We carefully select materials that align with our values, prioritizing those that are natural, organic, recycled, or sustainably sourced to reduce our environmental impact:

REDUCING OUR ENVIRONMENTAL FOOTPRINT

Every step we take is guided by our responsibility to protect the planet. From the fibers we use to the processes we adopt, sustainability is at the heart of our operations.

A JOURNEY OF CONTINUOUS IMPROVEMENT

We believe in progress. Season after season, we work to refine our practices, embracing innovation and the highest standards across our entire value chain.

For us, sustainability is not just a practice; it is a promise—to create beauty that respects and honors the world we live in.

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made in sustainability

Sustainability is woven into the fabric of everything we do at **The New Society**. From the way we source our materials to the care we put into crafting each piece, we are creating fashion that not only looks beautiful but also reflects a responsibility to the world around us.

For us, sustainability is not a choice; it is the foundation upon which we build our vision for a better future.



The New Society Conscious Luxury

At **The New Society**, we embody a new definition of luxury—one rooted in simplicity, sustainability, and emotional connection. Our designs reflect timeless elegance and exceptional quality, offering sophistication that transcends trends.

We strive to inspire a conscious and aspirational lifestyle, creating pieces that are versatile, meaningful, and crafted to last. By prioritizing sustainable materials and ethical practices, we embrace modern luxury as a commitment to the planet and to future generations.

Our collections balance accessibility with premium appeal, offering key items that invite a broader audience to experience our world while preserving the exclusivity of our most intricate designs.

Beauty in simplicity, meaning in the essential.

This is The New Society.



Our suppliers

Our collections are crafted in small, family-run workshops in Portugal, where we prioritize working with experienced and passionate artisans. This approach ensures not only the highest quality in our garments but also dignified working conditions for everyone involved in the process.

Each collaboration is a partnership built on trust, mutual respect, and a shared commitment to creating fashion that makes a difference—not only for those who wear it but also for those who craft it.

Our production process is designed to minimize environmental impact:

Water & Energy Reduction: We work to lower water and energy consumption across all stages of production.

Minimized Textile Waste: We carefully manage resources to reduce waste and maximize efficiency.

Plastic-Free Packaging: We've eliminated plastics from our packaging to reduce environmental harm.

For finishing processes, we collaborate with certified washing facilities that avoid corrosive dyes and bleaches, use biodegradable detergents, and implement water purification systems to reuse water. This ensures a significantly lower impact on one of the most polluting stages of the value chain.



our community

At The New Society, our mission extends beyond fashion—we aim to be part of the change, creating a positive impact on both social and environmental levels. But more than that, we are a brand that embraces and nurtures a lifestyle.

We celebrate families, individuals, and the beautiful moments that connect us. Our goal is to make life not only more beautiful but also more sustainable.

Our customers are not just buyers; they are like-minded individuals who share our values. When they choose The New Society, they are choosing more than garments—they are embracing a concept, a lifestyle. They understand that their choices contribute to a shift in the way we consume, towards a more thoughtful, sustainable, and intentional approach.

Together, we are not just creating a more sustainable way of dressing—we are building a legacy of beauty, care, and purpose that will inspire generations to come.

We work daily on looking for conscious solutions at each step of the The New Society has the goal of being part of the change and making a positive impact on social and environmental level.

We work daily on looking for conscious solutions at each step of the production process



our retailers

We are incredibly grateful for our global growth, which stands as a testament to our daily hard work, unwavering passion, and the meaningful relationships we've built with our retailers worldwide.

The selection of our retail partners is a thoughtful process. We collaborate with those who share our values and vision—those who, like us, are committed to being part of the positive change we strive to represent.

Today, we are proud to be present in over 450 stores across the globe, including some of the world's most prestigious retailers:

- SMALLABLE**
- MYTHERESA**
- CHILDRENSALON**
- JOHN LEWIS**
- LAFAYETTE**
- LE BON MARCHÉ**
- MERCI PARIS**
- MODES**
- LUISA VIA ROMA**

And, of course, you can find **The New Society** in more than 400 beautiful concept stores around the world, each carefully selected to reflect our commitment to quality, sustainability, and timeless design.

We are always looking to grow this incredible network with partners who share our vision and values—those who, like us, believe in the power of fashion to inspire change.



our showrooms

We have eleven showrooms around the world:
Paris, New York, London, Milan, Amsterdam,
Zurich, Antwerp, Seoul, Osaka, Dusseldorf and Beijing.
They represent The New Society, displaying our collections each season and
allowing us to position ourselves in the world's best stores.



BELGIUM
PROJECT DISTRIBUTION
Rue Bollinckx 254
1070 Brussels
+32 (0)2 522 27 57
secretariat@projectdistribution.com

ESCANIDINAVIA
NOVA AGENCY
Fashion and Lifestyle
Oscars Gate 81
0256 Oslo,
(+47) 913 24 631
simonetta@novagency.no

GERMANY
BUHRS 3.0
Showroom Rhein / Main
Mainzer StraÙe 1
55124 Mainz
+49 6131 69 89 14 1
+49 170 2853583
anna.buhrs-kuhner@buhrs.de

FRANCE
MIRROIR AGENCY
100 rue de la Folie Mericourt
Paris 11
+33 7 85 59 34 18
contact@mirroiragency.com

UK
EGO MARK
54 Hoxton Square London
N1 6PB UK
T: 020 7012 1420
marina@egomark.co.uk

SPAIN
THE BOOST
Calle Cadarso 5, Bajo
28008 Madrid.
91 542 56 04
info@the-boost.net

NETHERLANDS
WONDERGROUND
Beneluxstraat 19, 5061 KD,
Oisterwijk, Holanda
maartje@wonderground.nl

RUSIA
TOTAL LOOK
Nizhny Susdiny 5/15
Moscow,
+7 (499) 372 11 81
m.ndbokina@totallook.ru

US
MIKADO SHOWROOM
Tel: +1 (646) 342-8387
contact@mikadoshowroom.com

AUSTRALIA
SHARROCK
209-211 Bourke Street,
Darlinghurst NSW 2010,
Australia
Rochelle@sharrock.com.au

ITALY
JAYNET
Via Dell'arte della paglia 95-
50058 Signa (FI)
(+39) 055 879 2335
josephine@jaynet.it

HEADQUARTERS
THE NEW SOCIETY
C/ Almirante 9, 1º A,
28004 Madrid
hi@wearethenewsociety.com
+34 91 074 41 59

PRESS CONTACT
ALMUDENA TIRADO AGENCY
C/Fernando VI, 11, 1AB
28004 Madrid
press@almudenatirado.com
+34 611 66 79 02

INSTAGRAM
@weare_thenewsociety
@weare_thenewsociety_woman

WEB
www.wearethenewsociety.com



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