

Unsere Kameraden





WITH OUR PRODUCTS
Wir möchten mit unseren
WE WANT TO TELL STORIES.«
Produkten Geschichten erzählen. «



DUFFLE BAGS • RESOCIALISATION • DESIGN

lemonfish was founded in 2001 by the industrial designers Bettina Burchard and Alexandra Dittrich. Since then they are designing and developing bags and textile accessories for the industry. lemonfish GbR offers a fullservice from the first sketch up to the production of various ranges, all about bags. Parallely, the designers have always developed their own lemonfish ranges, produced



them and distributed them through lemonfish GmbH. In 2007, they developed a new concept for the current range „Unsere Kameraden“. The range is made of used, sturdy materials from the german army, equipped with functional inner compartments or re-fined with lovely fabrics and old cotton braid trimmings.

The range is produced in german penitentiaries and since some years also in the own lemonfish sewing department. Founding their own sewing department enabled the designers to quickly adapt new designs and to extend sample making and development. With foundation of an own sewing department there was made room for another important detail of the lemonfish concept: the resocialisation of formerly imprisoned women. Within a short time the designers established nine workplaces, three of them for formerly imprisoned women, which were given the chance to restart life. Since some years they are practicing this resocialisation project quite successfully and the increasing sales of their bags shows the big interest in this unconventional concept.



NOMINEE



NOMINEE



**Company
of the Year 2012**
lemonfish GmbH



FORM#
2012

Landespreis 2012:
TOP-10-COMPANY

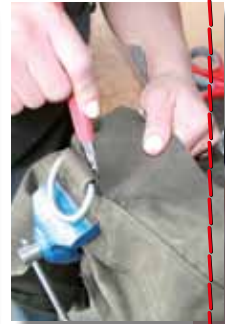
DUFFLE BAGS • ORIGINAL STOCK



570.003 COSMETIC POUCH
542.058 HEDI M WITH STAG BROWN
570.005 WALLET L

OUR PHILOSOPHY IS TO UNITE EXTRAORDINARY DESIGN

» *Ausgefallenes Design kombiniert mit ökologisch und
WITH ECOLOGICALLY AND SOCIALLY SUSTAINED PRODUCTION. «
sozial nachhaltiger Produktion ist unsere Philosophie. «*



THE MATERIALS • VALUABLE RESOURCES

The high-grade raw materials for the bag range „Unsere Kameraden“ are retired materials of the German army. Such as duffle bags, tarpaulins, packing straps and many more. All this vintage stuff has been sorted out many years or even decades ago and was rediscovered by us. We are laundering it, dismantling it, repairing it. We are manufacturing something totally new, setting it in a new product context.

Working with these materials is very costly and needs a lot of attentiveness, patience and flexibility from the people working with them. Rivets have to be replaced, defective parts have to be repaired. Each piece must be checked, cleaned, reconditioned. But it is worth the expenditure: each product is unique and tells its story. The result is something new and beautiful – this makes sense to us.







OUR PRODUCTS ARE CARRYING TRACES
Unsere Produkte tragen Spuren und
AND ARE TELLING STORIES OF PAST TIMES,
erzählen Geschichten von vergangenen Zeiten,
NONE IS LIKE THE OTHER!«
keines ist wie das andere!«



570.021/22
KAMERAD MINI/SMALL WITH BRAID



571.027
ROSI'S BRAID

BRAIDS • HIDDEN TREASURES

Many years ago there was a traditional craftsmanship in Germany – the jacquard braid weaving. We have rediscovered these traditional old braids, which we are treasuring very much. The beautiful charming patterns are fascinating for us and we are combining them with great personal joy. We enjoy playing with them, putting them into new contexts, using them repeatedly in a new way.

Traditional weaving is a craftsmanship dying out in Germany. The lovely braids we are using are rediscovered old stocks, many of them are not being produced any more as the necessary looms are no longer available and there are no people able to work with such looms. The braids are often made of cotton, decorated with alpine motifs, formerly used for high-quality table or bed linens. We have various quantities of many different motifs in our warehouse and are using them as long as stocks last. By using the braids and by putting them into a new context, they are getting the attention they deserve – and this gives us a fortunate feeling.



571.033/34
ANNERL S/M



570.003
COSMETIC POUCH



BROCADE • BRAIDS DELUXE

Our understanding of quality – high-grade materials and value – is also the conscious value creation process of our products. We are paying much attention to social and ecological compatibility.

Our deluxe braids are costly woven braids with lurex lavishly woven into them and with extravagant patterns. This is the high standard of weaving, simply matchless. These braids are not manufactured any longer. We are combining them with lustrous fabrics and our rough army materials. We are thrilled by these material combinations.



575.030 SSSI DELUXE



575.157 HEIDI S WITH STAG GOLD



575.035 MARIANDL S DELUXE



575.023 KAMERAD LARGE DELUXE

» WE ARE PRODUCING FAVORITES,
Wir produzieren Lieblingsstücke,
HANDMADE IN GERMANY!«
handgefertigt in Deutschland!«

SENSE • SUSTAINABILITY

We are developing products claiming tradition, quality and a conscious handling of human beings, environment and resources. Our products enrich your lives because they are nice and valuable. But they do also enrich the lives of those people working on this project, because fair productions and team work are important for us. We are developing and manufacturing products that are standing out – by using special materials, by producing in prisons. Since we started this project we have already established our own sewing department and are employing three formerly imprisoned women.

Every day we are working with heart and personal commitment on doing something special and on envisioning new ways of production and product development. Our work is our quest for sense and sustainability.



513.027/028/037
ROSI PRINT NUMBERS



613.040
POLDI S PRINT NUMBERS



513.057 HEIDI'S PRINT NUMBERS



» *EVERY DAY WE ARE WORKING
Wir arbeiten jeden Tag daran,
ON DOING SOMETHING SPECIAL.«
etwas Besonderes zu tun.»*



UNIQUE PIECES • ARE BORN

There are many peculiarities when processing all these materials. The raw material is always different and first of all we have to set it up and recondition it for our needs. This means time, creativity and flexibility from all those people being involved in the production process. Sizes, workmanship, condition of the vintage materials are always different. But it is worth the effort: each piece is a unique piece! And this is what makes us and our clients happy again and again. Our collection is lively and

a repeated discovery. We love beautiful things and we like to tell their stories. Self-made and crafted products are charming and this is what we want to show with our lemonfish products.



586/582 157
HEIDI'S LEATHER/RIVETS PINK/TURQUOISE





INNER COMPARTMENT
HEIDI

DESIGN • FUNCTIONALITY

We are hunting contrasts. Our bags are combining extraordinary design and individual manufacturing with functionality and comfort in their interiors. The inner compartments are well organized and offer protection and order in all situations.

There are small, large, fat and tall companions equipped with a functional padded inner compartment. Every item gets its place and that makes it easy for the user to organize the bag. The companions' girlfriends are named Heidi, Rosi, Liesl, Klara, Annerl, Toni, Poldi, Sissi ... these models are more playfully decorated with braids, cheerful fabrics and colorful inside pockets.



INNER COMPARTMENT
KAMERAD

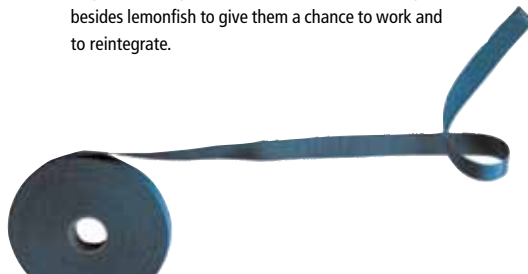
OUR PRODUCTS
» *Unsere Produkte*
ARE MADE TO INSPIRE.«
sollen inspirieren.«



PRODUCTION • CORRECTIONAL • GERMANY

Most of our bags are produced in german correctional institutions. This means short distances for us, we can react quickly, we maintain personal contact. But these particular production sites are requiring a very intense cooperation, resulting in personal closeness and personal commitment.

Working on the lemonfish items is a complex challenge but also a pleasure for the imprisoned women, because of the varied materials and models. The women are strongly involved in the project and they are facing the changing tasks with great joy. The cooperation with lemonfish can be carried on after the imprisonment, which highly motivates the women very much. Maybe there are even other employers besides lemonfish to give them a chance to work and to reintegrate.





» WE ARE READY
» *Wir sind bereit,*
» TO DO UNUSUAL THINGS.«
» *ungewöhnliche Dinge zu tun.*«



printed environmentally friendly:



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