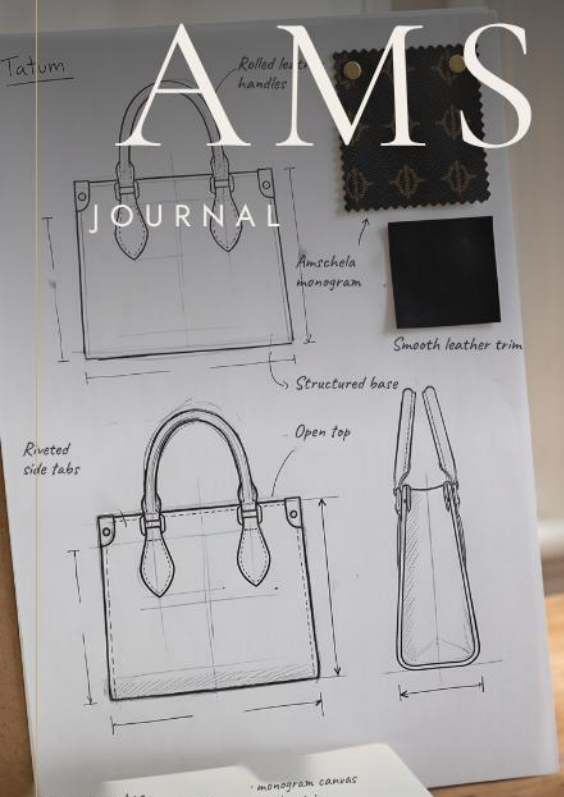
AMSCHELA

JOURNAL

ISSUE 03



MADE TO ORDER

Made after you order.

Why we never make for stock.

BRISTOL · EST. 2017

AMSCHELA.COM

The other way round.

Most fashion is made first and sold later. Thousands of the same piece, made before anyone has asked for them. Whatever doesn't sell is marked down, or thrown away.

At Amschela, nothing is made until it is ordered. Every piece is made for one person: the one who chose it.

We don't make stock.
We make yours.



01

You choose.

Pick your piece. Nothing has been made yet.

02

We make it.

Your piece is made only once you have ordered it. For you, not for a shelf.

03

It is yours.

Finished and sent to you. Made once, for one person.

No warehouse.
No surplus.
No sale.

Because nothing is made for stock, there is nothing left over to discount. So Amschela is never on sale.

The price is the same every day of the year, because the piece is worth the same every day of the year.



TATUM | NOIR MONO

The Tatum Mini Tote

MADE	To order, for you
BAGS	Designed and made in the UK
ON SALE	Never

Made to order means ordering early.

Order by these dates for delivery by 20 December.

BAGS · UK	THU 10 DEC
BAGS · WORLDWIDE	MON 7 DEC
CLOTHING · WORLDWIDE	THU 3 DEC

Made for you. Just for you.

LINK IN BIO