



Freebird

THE BRANDBOOK

Free•bird *(noun)*

She who lives in the moment, who enjoys the now and makes sure each and every moment is unforgettable.

A lover of life.

THE BRAND

Freebird is an Amsterdam-based women's fashion brand that is part of the Blosh Fashion Group. It was founded by Rob Groenteman, in 2016, as he felt the need for an exciting and unique concept with a focus on iconic dresses. Resulting in a gathering of vibrant and creative ideas embodied in a modern day women's brand creating iconic dresses for every occasion.





THE STORY

Life is a collection of lovable moments.
There are stories to tell and memories to never let go of.

A powerful fashion statement with only one piece of clothing, which suits both your mood and the occasion.
Dare to be flirty, to be feminine, to be unique, and to be yourself.

Whether you are traveling from New York to Paris with friends and having casual lunches with Cosmo's at breathtaking places. You will always have an amazing time with lots of laughter. One thing is for sure: you're enjoying life to the fullest, while working hard to achieve your goals.

Be sweet and successful, a traditionalist and a rebel, a lover and a fighter, confident and invincible in your own way. As long as you hold on to the feeling that you are free as a bird and can fly out wherever and whenever you want to.

Just fall in love with life, like a Freebird woman.

OUR CORE VALUES

We encourage our Freebird women to be free, to enjoy life and have lots of laughter with friends while wearing a unique dress to make every moment unforgettable. We will never let go of our fashionable, on-trend, feminine side, as we embrace those components unconditionally.







OUR PHILOSOPHY

*This is now.
Let's live in the moment and let's capture life.*

We believe in creating the right dress, no matter the occasion. For each season and for every event, we have dresses that will suit your special moment.

Freebird transforms every aspect of life into a perfectly fitted dress.

OUR INSPIRATION

From sketch to dress, our inspiration comes from city trips to London, Paris, L.A. & New York. As we explore every city our concept for our vibrant styles kicks in as every location represents a typical type of dress in our collection.

When exploring and wandering around the city and discovering new places, we can find inspiration in a library with endless shelves of history books and stunning halls with paintings. All these impressions come together in our collections that are always right on trend, while already being one step ahead.







OUR FABRICS

We exclusively work with suppliers who share the same passion, values and ethical standards in terms of doing business. Our design process always starts with our hunt for the best fabrics, colours, prints, patterns, silhouettes, and materials. We only select suppliers who are able to deliver the highest qualities; from our printed viscose, cool cupro, soft flowy silks to our finest cotton fabrics.

We take pride in our prints, because we believe that every detail count. We always make sure that our iconic patterns fit the designs perfectly and vice versa.

Our collections take you on a journey through our dreamy universe filled with feminine silhouettes and unexpected details.

OUR VISION

Our vision is to be part of your unforgettable laughing
moments with friends by offering perfect dresses for
that unique occasion.





OUR MISSION

Our mission is to dress the greatest lovers of life. Our iconic dresses are designed to inspire women to embrace their uniqueness in all adventures that life has to offer and to make them feel confident during these special moments.

We highly focus on versatility within our dresses. We want to bring out the most feminine sides of a woman while being a little bit cheeky. She is flirting with life while wearing our edgy, playful, and beautifully printed dresses of course.

THE ESSENCE

The best part of each dress is the woman who wears it.





HER PERSONALITY

“These moments of late night get togethers while sipping wine and have lots of laughs with my friends. It’s what every Freebird woman is living for. The laughs we share, the most lovable memories we have, enjoying life together, that is what it’s all about.”

A woman with long blonde hair is sitting on a white lounge chair on a terrace. She is wearing a dark, patterned, short-sleeved dress. She is looking directly at the camera with a neutral expression. The background features a clear blue sky, a calm blue sea, and a distant shoreline with some buildings and trees. To the right, there are lush green trees and a blue awning. The overall scene is bright and sunny, suggesting a pleasant day at a coastal resort.

SHE

She dares to be flirty, to be feminine, to be unique, to be herself.
She craves for new experiences and adventures with lovers and friends.
She dances to the beat of her own drum, unafraid of taking some risks.
She has a friendly heart, strong mind and a huge sense of humour.

She doesn't take life too seriously,
but will always stay true to her ambition.
She will always make sure she is on top of her game
and to live life to the fullest.

A true Freebird woman is a lover of life.

THE WORDS WE LIVE BY

Friendship matters
Humour is key
Lover of life
Flirty thirty
Freedom
Dress is more
Effortlessly elegant
Gracefully feminine
Sweet confidence
Rebellious playfulness
Dressentials
Precious moments
Making memories
Following dreams
Stay ambitious





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