



friendly hunting



Christian Goldmann was born on December 5th, 1968, on the Canary Island of Tenerife. He grew up in Meerbusch, in Germany's Rhineland region. The son of an entrepreneur, he completed his apprenticeship as a wholesale and export trade merchant in Düsseldorf.

He had obviously inherited his father's talent for [implementing and redefining creative and rational contexts](#) and quickly rose through the ranks of the fashion industry. As a marketing and sales expert, he developed the German market for the *Bestseller Group Denmark*. He also worked for *Munthe plus Simonsen Copenhagen* and the American designer *Adam Lippes NYC*. He was also involved in collaborations with *Walt Disney*.

Today, Christian Goldmann works together with his wife Michaela, and they and their three children live in the Chiemgau region near Munich in Bavaria, Germany.

„Following our poetic vision FOR PEOPLE WITH POSITIVE ATTITUDE, we make sure that all of our actions are in sync with a sustainable approach and social engagement.“

(Christian Goldmann)

In 2005, Christian Goldmann started his own label *friendly hunting*. True to its motto “for people with positive attitude,” the brand comes alive at its head office in Griesstätt near Munich. *friendly hunting* stands for fairly and sustainably produced cashmere clothing and highest-quality scarves. Each piece is unique: at *friendly hunting*, everything is exclusively handmade.

For Christian Goldmann, *friendly hunting* is a generational project: the idea of a family business [where those responsible create and keep values](#).

friendly hunting's sense of responsibility towards employees and partners, plus its respect towards traditional craftsmanship and the company's social engagement reach far beyond Germany. Also in Nepal, where the brand produces all its garments, mindfulness and empathy are key.



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This kind of appreciation made it possible to put together a team of particularly talented craftspeople who have reached a very high level of skills over the years. *friendly hunting* currently employs 400 expert craftspeople who produce each piece by hand - 100%. They have made it possible for the brand to become a specialist for high end weaving and knitware.

„What I am particularly proud of is the fact that Amazing Namasté manages to support children who would otherwise have very few chances in life. With our help, they are well-prepared for their professional path and a fulfilling life.“ (Christian Goldmann)

Additionally, Christian Goldmann made a very personal wish come true in Nepal: he started the organization *Namasté e. V.*, in order to found the children's home "*Amazing Namasté*" in Kathmandu, which opened in 2008. Here, orphaned children receive a home, a good education, nutritious meals and loving care.

Christian Goldmann's team contributes significantly to the great success of the brand. The spirit of the brand is ...*all about people*. And you will notice this right away when you visit their head office in Griesstätt near Munich or one of the *friendly hunting* stores in Hamburg, Düsseldorf or Munich. Additional stores are planned for Vienna, Zurich and Amsterdam.

<https://www.friendly-hunting.com/>