

**51 DEGREES NORTH**

**ELEVATE  
YOUR  
ADVENTURES**



# 51 DEGREES NORTH'S STORY SO FAR...

2005



At 51 Degrees North, nestled in the heart of Antwerp, Belgium, **our journey began in 2005** as CST.

2006



Own distribution in Belgium **since 2006**, growing into a multi-brand wholesaler with exclusive in-house and licensed brands.

2010



In **2010**, CST pioneered high-quality, durable, and stylish dog coats in Belgium, setting the standard for pet fashion and functionality.

2020



In **February 2020** we entered the dutch market with our own sales force.

2024



In **September 2024** we made a step towards European growth, innovation & scaling up with the participation of the Belgian investment fund Meja.



2005

In **March 2005** the first collection 'Surplus Collection' was launched: rattan dog baskets of high and durable quality.



2007

**Mid 2007** CST pioneered in launching high-quality, durable, and stylish dog cushions in Belgium, setting the standard for pet comfort and design.



2014

**As from January 2014** we consolidated the in-house brands under the singular identity of **51 Degrees North** & shift to exclusive brand focus.



2025

Focus on export partnerships **FEB 2025**.

A globe is shown with a white arrow pointing to a location in Europe, likely Antwerp. A magnifying glass is positioned over that location. The globe is partially obscured by a green plant in the foreground.

*WE ARE HERE...  
DESIGNED AT 51DN  
IN ANTWERP*

**51**  

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**DN**

With roots in Antwerp, one of the fashion capitals of the world, we bring the same level of sophistication and style to the world of pet apparel. Our team of designers creates unique and innovative pieces that match both global fashion trends — and your carefully curated personal aesthetic.

Brand identity

51  
DN

The industry leader in high-quality, functional and stylish pet apparel and accessories.

Empowers pets and their human companions to live the good life, together.

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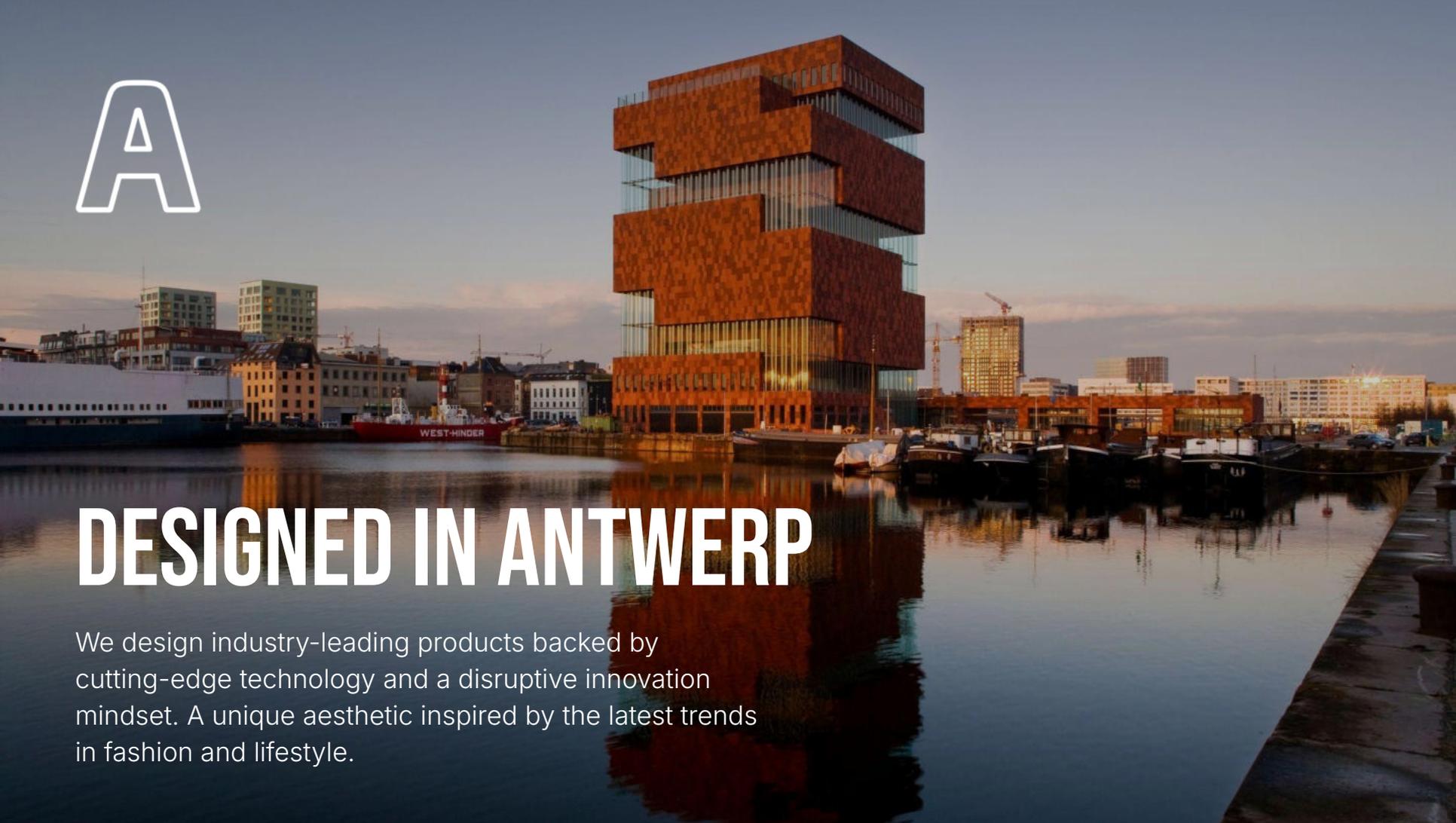
**51 Degrees North's mission is...**

to elevate the pet lifestyle through high-quality, functional, and fashionable apparel and accessories that allow both pets and their human companions to reach new levels of comfort, style, and performance.



# MADE WITH LOVE

We believe you and your pet should be living the good life, together. Each piece is carefully crafted to merge form and function—making life for you and your pet easier, more comfortable and, frankly, better-looking.



# DESIGNED IN ANTWERP

We design industry-leading products backed by cutting-edge technology and a disruptive innovation mindset. A unique aesthetic inspired by the latest trends in fashion and lifestyle.



# CRAFTED TO DELIVER

Our high-performance gear is based on high-tech manufacturing techniques and smart design choices that enhance comfort, convenience and durability.



# FIELD OF WORK (ALL YEAR & SEASONAL)

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**DRESS**



**SLEEP**



**WALK**



**EAT & DRINK**



**PLAY**



# DRESS

At 51 Degrees North, dressing your pet goes beyond fashion. We bring together functionality, comfort, and cutting-edge design to create outfits that make pets stand out, anywhere, anytime.



Functionality & Comfort



Innovative &  
Trendsetting



Perfect for  
any occasion

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# SLEEP

Your pet deserves a place to rest that matches your sense of style and their need for comfort. 51 Degrees North creates innovative, durable sleep products designed to elevate their relaxation experience.



Premium comfort &  
Durability



Innovative &  
Stylish design



Elevated relaxation  
experience

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# WALK

51 Degrees North's walking accessories are designed to combine form and function. Our leashes and collars offer durability with a sophisticated touch, perfect for any adventure with your pet.



Durable &  
High-Quality materials



Sophisticated &  
Elegant design



Comfortable  
for any adventure

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# EAT & DRINK

Mealtime is more than a routine - it's a stylish affair. With 51 Degrees North, our innovative bowls and feeding accessories elevate this daily moment with design, durability, and practicality.



Trendy &  
Functional design



Durable materials  
for longevity



Practicality for  
everyday use

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# PLAY

Play is an essential part of your pet's life. At 51 Degrees North, we design toys that are built to last, ensuring endless fun while stimulating your pet's mind and body in safe, durable ways.



Durable & Long lasting



Engaging & Stimulating  
for mind and body



Safe & High-Quality  
materials

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51  
DN

# PARTNERSHIP TARGETS

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# PARTNERSHIP TARGETS - WHY 51DN?

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- A. Responsible production
  - Certified manufacturers
  - Zero waste → We order what is sold (seasonals)
  - Independent lab testing
  - Quality materials
  
- B. Flexible
  - Short line communication
  - Team of experts
  
- C. Value for money (Price ↔ Quality)
  
- D. Specialist not generalist
  - In-house product development → continuous innovation
  - Trend watching in fashion and pet industry
  - Qualitative products
  
- E. After sales & Marketing support
  
- F. Growth ambitions

**51**  

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**DN**

SHOP FITTINGS

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51 DN

51 DN

DEGREED NORTH  
The winter collection is designed to keep your child warm and dry. The jackets are made from high-quality materials and feature a variety of colors and styles. The hats are made from soft, warm materials and feature a variety of colors and styles.

Fels hat...  
We love...  
hand...  
51 DN is on...  
today...  
points...  
collab...  
We shou...  
product...  
shoppin...

51 DN





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THANK YOU

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