# KARVE

[ NORDIC SWAN ECO LABEL ]

# GRAFISK PROFIL

KARVE


KARVE
[ ORGANIC ]
NORDIC SWAN ECOLABEL
2039 0046
KARVE


KARVE
[ W ]
[ 29 ]




KARVE


KARVE

KARVE

# [ IN STORE MATERIAL ]

KARVE


[ NORDIC SWAN ECOLABEL ]
WE ARE VERY PROUD TO ANNOUNCE THAT KARVE IS NOW OFFICIALLY PART OF THE NORDIC SWAN FAMILY WITH OUR ORGANIC JEANS.
KARVE
KARVE


KARVE
[ FIT - HIGH RISE ]
High Rise With Straight Leg


KARVE
[ FIT - SKINNY ]


KARVE
[ FIT - GIRLFRIEND ]
Comfort Fit With Carrot Leg


KARVE
[ FIT - TIGHT ]
Tight Fit With Straight Leg

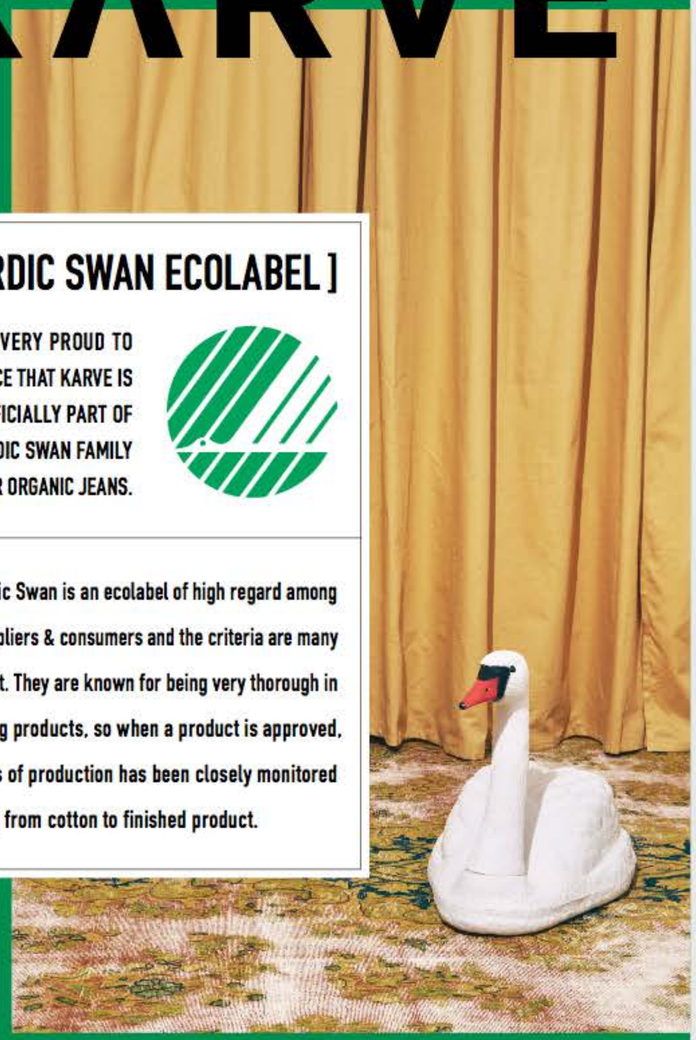

KARVE
[ FIT - GIRLFRIEND ]


KARVE
[ NORDIC SWAN ECOLABEL ]


[XS]
KARVE
[ NORDIC SWAN ECOLABEL ]
[W]
[28]
BOXFIT

KARVE

KARVE



## [ NORDIC SWAN ECOLABEL ]

WE ARE VERY PROUD TO ANNOUNCE THAT KARVE IS NOW OFFICIALLY PART OF THE NORDIC SWAN FAMILY WITH OUR ORGANIC JEANS.

The Nordic Swan is an ecolabel of high regard among both suppliers & consumers and the criteria are many and strict. They are known for being very thorough in validating products, so when a product is approved, all levels of production has been closely monitored by them, from cotton to finished product.

KARVE



## [ FIT – HIGH RISE ]

**High Rise With Straight Leg**

| | |
|---|---|
| [ SIZE – XS-XL ] | [ ] MALE [ X ] FEMALE |
| [ CARE ] | |
| [ X ] ORGANIC POCKETING | [ X ] BCI MEMBER |

[ KR ]
**699.00**

KARVE

# WEB & SOCIALA MEDIER

KARVE

NORWAY

RADIO CARLINGS

CARLINGS | MEN'S COLLECTION | WOMEN'S COLLECTION | ACCESSORIES | LOOKBOOK | BRANDS | INSPIRATION | CARLINGS FOR COLOMBIA

- Alpha Industries
- Björn Borg
- Brixton
- Carhartt
- Diesel
- Dr. Denim
- Elvine
- Frank Dandy
- Karve - [Hand Crafted Jeans]
- Lee
- Lewis
- Livid
- Minimum
- Noew
- Nudie
- RAGE For Leather
- Saddler
- State Of Wow
- Stay
- Shisse
- The Truth
- Tiger Of Sweden
- Topeco
- Vallent
- Vans

NORDIC SWAN ECOLABEL 2039 0046

# KARVE

## KARVE - [HAND CRAFTED JEANS]

AVAILABLE IN ALL CARLINGS STORES

KARVE is a cutting edge jeans brand from Scandinavia. With attention to details, we've developed fits and shades of supreme quality. Because jeans should be made to be lived in.

**Nordic Swan Ecolabel for KARVE**

We are very proud to announce that our jeans brand KARVE is now officially part of the Nordic Swan Family.
- This is a milestone for us, especially since we are a young jeans brand, says KARVE designer Martin Gustafsson.

- Customers today have a much higher demand regarding environmental issues when they purchase a product, but to try to turn around the entire clothing industry is a far fetched idea.
However, we wanted to make our brand as eco friendly as possible and we have worked very hard for this since day one.
Thoroughly examining the entire production process to find "green" options has paid of, explains Martin

Carlings are therefore incredibly proud to be one of the very first companies to offer Nordic Swan eco friendly jeans in their selection.

The Nordic Swan is an ecolabel of high regard among both suppliers & consumers and the criteria are many and strict.
They are known for being very thorough in validating products, so when a product is approved, all levels of production has been closely monitored by them, from cotton to finished product.

- This has been an incredibly valuable process that continually keeps us striving for new goals, Martin continues.

All KARVE jeans are created by former Acne Jeans-designer Martin Gustafson.
Carlings will launch the KARVE SS17 collection in all stores world wide.
The first batch of Nordic Swan Ecolabel jeans will be four styles; two indigo & two black.
The goal is to have all KARVE jeans Ecolabel approved by Nordic Swan within the next two years.

About Swan-labeled clothes

- Certified organic cotton (no use of chemical fertilizers or pesticides in the cultivation of cotton)
- Does not contain formaldehyde, environmental toxins, hormone disrupting substances or anti-bacterial agents (nano-silver, triclosan)
- Biodegradable chemicals are used when spinning the threads. These chemicals are known to disappear quickly and do not constitute a hazard to animals and plants in the area
- Zero use of dyes that are toxic or that may provoke allergies or cancer
- Ensured good working conditions for factory workers
- Documented results of minimal shrinking. The color stays, and does not bleed

Pin it

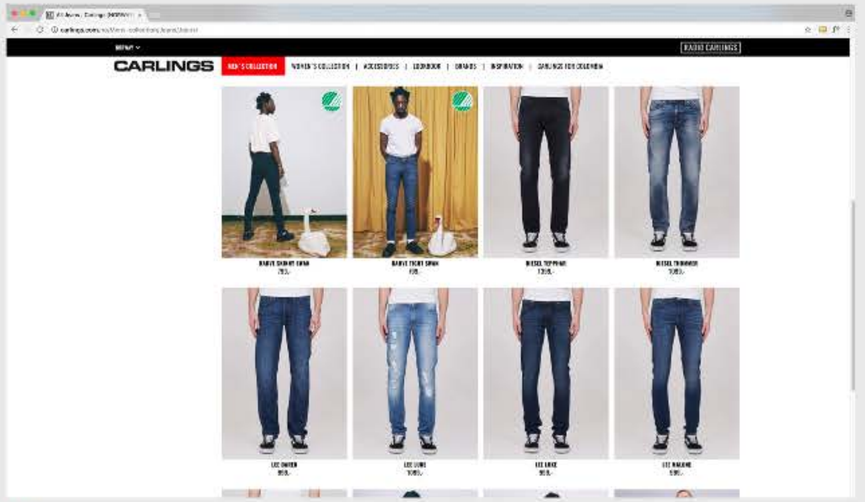

KARVE SKINNY SWAN
999,-

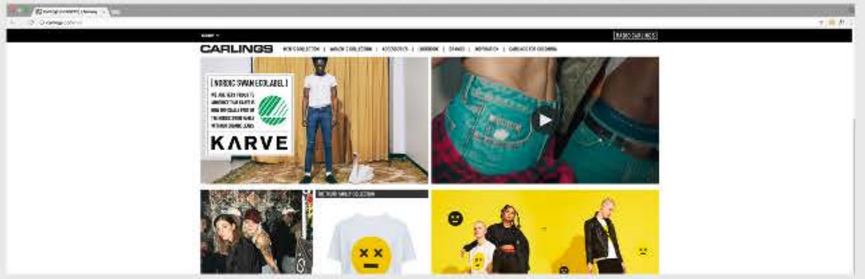


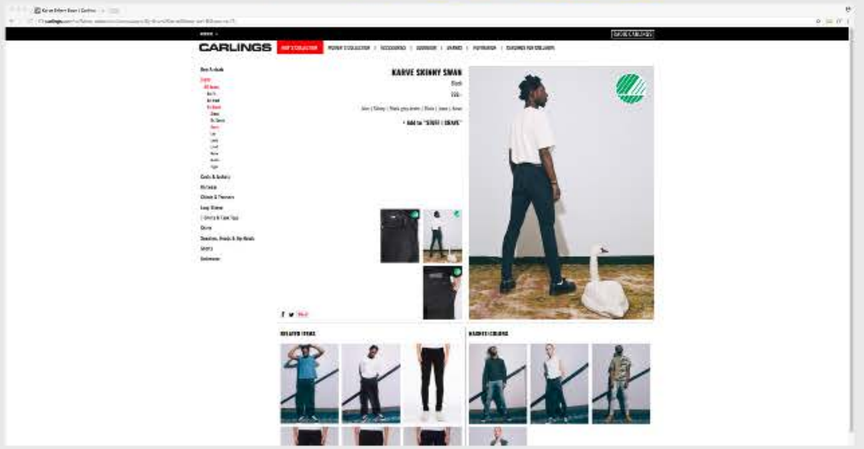
KARVE GIRLFRIEND SWAN
999,-


KARVE TIGHT SWAN
999,-


KARVE HI RISE SWAN
999,-






KARVE

KARVE

karvejeans **Follow**

**69** posts **1,333** followers **16** following

**Karve Official** Scandinavian jeans, handcrafted by people.















carlings_official **Follow**

**1,374** posts **35.9k** followers **379** following

**CARLINGS** Your local jeans store 💙👖#carlings
carlings.com/en/Brand_overview/Karve












KARVE

















VIXEN



**Tidligere Acne-designer lanserer Svanemerket jeans**

3 months ago • Ida Elise Eide Einarsdóttir • Fashion

Pressemelding, januar 2017

View this email in your browser




## Jeansmerket KARVE tildeles Svanemerket.
## - Vi har gått oss selv etter i sømmene, sier produsenten.

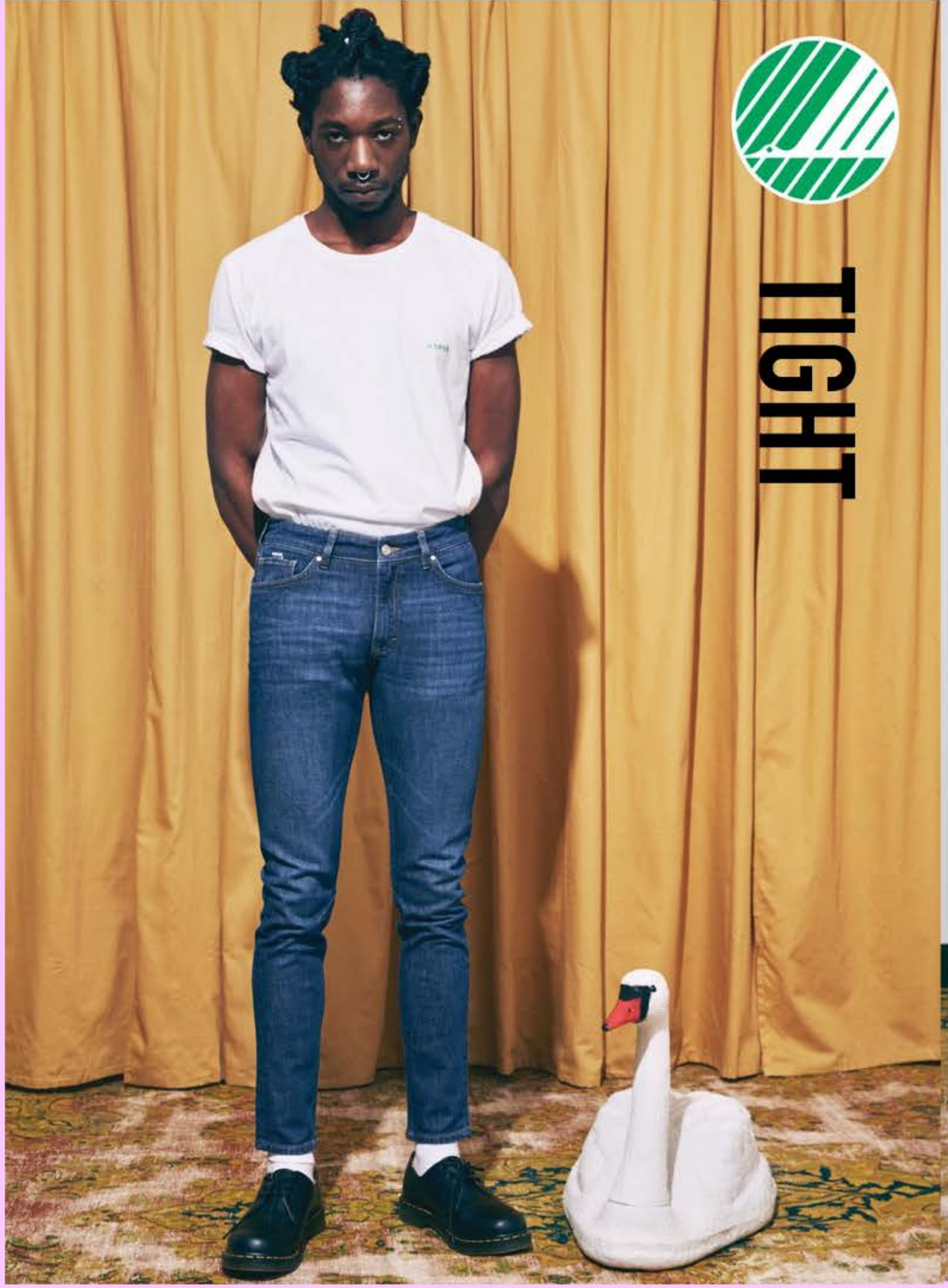
Etter en lang og spennende utviklingsprosess har KARVE gleden av å lansere jeans med en tydelig miljøprofil som oppfyller alle kravene for Svanemerket. KARVE er et jeansbrand som er designet utelukkende for Carlings. Kolleksjonen har et rått og moderne uttrykk, og et godt håndverk som sørger for solid kvalitet uten farlige tilsetningsstoffer, og med et godt arbeidsmiljø for alle som produserer KARVE jeans.

-Vi beveger oss inn i en tid der kundene blir mer og mer miljøbevisste. Å endre

KARVE

# THE JEANS

KARVE


TIGHT


SKINNY


GIRLFRIEND


HIGH RISE

# WORK SHOPS

KARVE

KARVE

# WHAT MORE DO WE DO?

KARVE

BCI Better Cotton Initiative

KARVE


KARVE
100%
ORGANIC COTTON • ORGANIC COTTON • ORGANIC COTTON •
KARVE




KARVE




KARVE

EIM ENVIRONMENTAL IMPACT MEASURING SOFTWARE

Jeanologia

## Environmental information

**User:** Baykanlar Tekstil (STANDARD)
**Process name:** Cartings - KARVE - TIGHT SWAN 562/M DENIM - 2255449 - 4894 (PRODUCED WITHOUT SWAN CRITERIAS)
**Threshold:** EIM Jeanologia
**Process time (100 Kg):** 2h 34' 40"

Jeanologia
are you green enough?

| Water Impact (L/Garment) | Energy Impact (Kwh/Garment) | Chemical Impact (Garment) | Worker Impact (Garment) | 45 |
|---|---|---|---|---|
| 18.5 | 0.54 | 45 | 47 | |

0 - 33 Low Impact | 34 - 66 Medium Impact | +66 High Impact

34 - 66 Medium Impact

KARVE

# Processes Comparison

Jeanologia
The Science of Thinking

are you green enough?

| Process Name | Water (l/Garment) | Energy (kwh/Garment) | Chemical (Garment) | Worker (Garment) | EIM Score | Total Time |
|---|---|---|---|---|---|---|
| Carlings - KARVE - TIGHT SWAN 562/M DENIM - 2255449 - 4894 | 14 | 0.58 | 4 | 1 | 8 | 2h 30' 40" |
| Carlings - KARVE - TIGHT SWAN 562/M DENIM - 2255449 - 4894 (PRODUCED WITHOUT SWAN CRITERIAS) | 18.5 | 0.54 | 45 | 47 | 45 | 2h 34' 40" |
| **Savings** | -32,14% | 6,72% | -1.025% | -4.600% | -474,07% | -2,65% |

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