

KARITRAA®

# Bottoms guide



# Bottoms

Made for Her. Made by Her.

Kari Traa is focused on empowering and supporting women in their active lifestyle. By specializing in bottoms for outdoor activities and training we are able to provide women with high-quality, functional gear that is designed specifically for their needs.



## Problem:

There are SO many different styles and cuts available in women's pants and shorts, making it difficult to find the right pair for each individual body type. On top of this, there can be a lack of consistency in sizing across different brands and styles, which can further complicate the process of finding the perfect pair of bottoms.

## Insight:

One important insight to keep in mind when choosing bottoms for females is that different styles and cuts can emphasize or minimize different parts of the body. For example, high-waisted bottoms can help to accentuate the waistline and elongate the legs, while low-rise bottoms can draw attention to the hips and create a more relaxed, casual look. It's also important to consider the fabric and stretchiness of the bottoms, as this can impact the overall fit and comfort level. Ultimately, the key to choosing the right bottoms is to try on different styles and cuts to see what works best for your individual body type and personal style.

## Goal:

Our goal is to become the #1 female leader for women when choosing bottoms for outdoor activities and training. By becoming the number one leader in this space, we will establish ourselves as a go-to brand for women who are looking for reliable, high-quality gear for their outdoor activities. We will build loyalty and establish Kari Traa as a trusted and respected brand in the outdoor industry. By focusing on women's needs and establishing ourselves as a leader in this space, we will differentiate ourselves from other outdoor brands. -- Provide women with a wider range of options and styles to choose from

# Guidelines

- Used to guide our consumer



## WAIST:

The fabric quality affects the height of rise. It can be perceived as high rise if the fabric is stretchy but with measurement lower than 30cm

- **Low** – Below 24cm front rise
- **Regular** – Between 24-30cm
- **High** – From 30cm front rise

## FIT:

When developing new pants/tights, fit is the most important feature

- **Slim** – Sits close to your body, will hug your hips, thighs, and legs.
- **Regular** – Overall roomier than slim fit, but still follows the natural shape of your body
- **Loose** – Garment has an overall loose fit at hips, thighs, knee and bottom. It gives plenty of room for movement and has no pressure points.

## IMPACT

The action of one object coming forcibly into contact with another

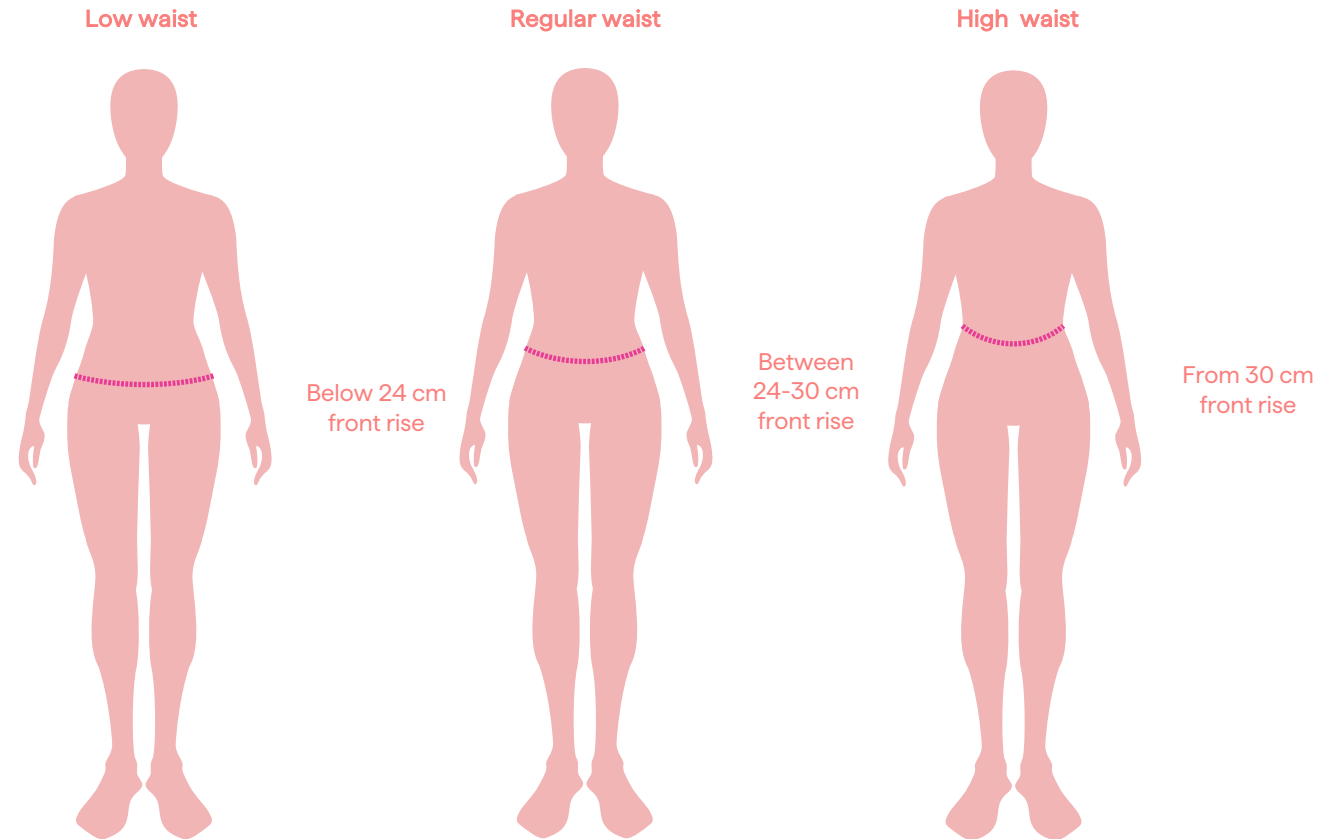
- **Light** – Soft, stretch fabric with light hold
- **Medium** – Stretch fabric with medium hold
- **High** – Stretch fabric and high hold

# Waist

There are three different waist measurements to consider: high, regular, and low waist. At Kari Traa, we only develop high and regular waist options. When choosing which waist you want, it's important to remember that all bodies are different, and what is considered regular on one body can feel and look like a high waist on another body. This is because the fit is based on how much fabric is on the front rise. However, it's important to note that fabric on tights is often very stretchy.

To make things easier, low rise waist means the tights will sit around your belly button. Regular waist will probably show the belly button if you have a longer upper body. If your belly button shows in regular waist jeans, it will probably be visible in tights as well, unless you pull them up a lot. However, on some bodies, the regular waist just covers the belly button. The high waist option definitely covers the belly button! If you are looking for tights that show just a bit of stomach when paired with a sports bra, then the high-waisted style is the one you want!

- **Low** – Below 24 cm front rise
- **Regular** – Between 24-30 cm
- **High** – From 30 cm front rise





KARITRAA®

High  
waist

KARITRAA®

KARITRAA®

Regular  
waist



KARITRAA®

Slim fit



A body contouring cut that sits close to the body, will hug your hips, thighs and legs.

Regular fit



Over all roomier than slim fit, but still follows the natural shape of your body.

Loose fit



Garment has an overall loose fit at hips, thighs, knee and bottom. It gives plenty of room for movement and has no pressure point.

# Fit

When developing new pants/tights, fit is the most important feature. We offer three different types of fits: slim, regular, and loose. When choosing the right fit for you, it's important to consider how you want to feel while wearing them. The slim fit is designed to sit close to your body and hug your hips, thighs, and legs. The regular fit offers more room than a slim fit but still accentuates the shape of your body. The loose fit is ideal for maximum comfort, as it offers plenty of room for movement without any pressure points.

- **Slim** – Sits close to your body, will hug your hips, thighs, and legs.
- **Regular** – Overall roomier than slim fit, but still follows the natural shape of your body
- **Loose** – Garment has an overall loose fit at hips, thighs, knee and bottom. It gives plenty of room for movement and has no pressure points.



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Slim fit

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Regular fit



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Loose fit

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# Compression

When choosing the level of impact you want from your new tights, it's important to consider how you want to feel while wearing them. If you prefer super soft, thin, and flexible tights, you will likely prefer a light impact. If you prefer a bit of hold, some flexibility, and a slightly thicker fabric, you will probably enjoy the feeling of medium impact tights. However, if you're looking for a sculpting feeling and maximum hold, you will most likely prefer high impact tights. These tights offer just as much stretch as the other options, but once they're on, they hug your body tight, shaping and holding it firmly together.

The action of one object coming forcibly into contact with another

- **Light** – Soft, stretch fabric with light hold
- **Medium** – Stretch fabric with medium hold
- **High** – Stretch fabric and high hold



# Choosing right for the conditions

This are our recommendations, but you can of course use them whenever you want



622530  
Tirill  
Tights



622987  
Voss Pant



622988  
Ane  
Hiking  
Pant



623191  
Sanne Trail  
Pants



623260  
Sanne  
Outdoor  
Pants



622805  
Sanne  
Pants



623044  
Ane Hiking  
Capri



623043  
Ane Hiking  
Tights



623466  
Ane Hiking  
Tights Print  
(Medium  
Impact)



622951  
Ane  
Pants



623203  
Nora 2.0  
Pants



623138  
Tirill 2.0  
Pants



623195  
Thale  
Hiking  
Pants



623049  
Sanne  
Tights



623200  
Vilde  
Running  
Tights



623274  
Nora  
Seamless  
Tights



623131  
Louise 2.0  
Tights



623131  
Louise 2.0  
Tights  
Long



623266  
Vilde  
Training  
Tights



622865  
Kari Traa  
Tights



623214  
Nora 2.0  
Tights



623203  
Nora 2.0  
Pants  
(loose fit)



623105  
Iben  
Tights



622936  
Ragna  
Tights



622992  
Voss Shorts



623186  
Ruth Skirt



623192  
Sanne Trail  
Shorts 7in



622993  
Ane Skort



623039  
Julie High  
W Shorts



623045  
Ane Hiking  
Shorts



623134  
Stine  
Shorts



623199  
Vilde Bike  
Shorts 8in



622994  
Ane Shorts



623203  
Nora 2.0 Shorts  
4in  
(loose fit)



623263 Ruth  
Bermuda  
Shorts 5in



623261  
Sanne  
Outdoor  
Shorts 8in



623196  
Thale  
Hiking  
Shorts



622857  
Julie High  
W Tights



623038  
Julie High  
W Capri



623132  
Louise 2.0  
¾ Tights



623068  
Stine  
Tights

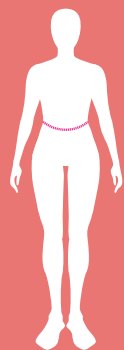
Winter  
(insulated)

Year-round

Summer

# SS24





High waist



623043  
Ane Hiking  
Tights



623044  
Ane Hiking  
Capri



623431  
Voss Pro  
Pants



623470  
Ane Bib  
Pants



624340  
Ane  
Trekking  
Tights



624346  
Thale  
Hiking  
Tights



623191  
Sanne Trail  
Pants



623483  
Sanne Hike  
Pants



622988  
Ane Hiking Pant



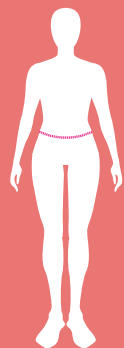
623194  
Voss Tights



623258  
Thale  
Tights



623260  
Sanne  
Outdoor  
Pants



Regular waist



622530  
Tirill  
Tights



622989  
Thale  
Pant



622951  
Ane  
Pants



623138  
Tirill 2.0  
Pants



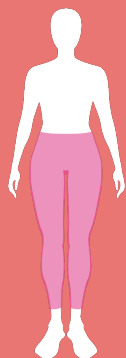
623203  
Nora 2.0  
Pants



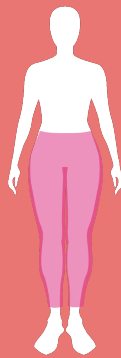
623195  
Thale  
Hiking  
Pants

# Fit guide

Outdoor pants  
and tights



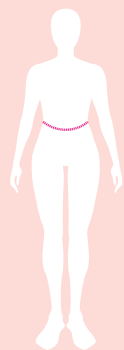
Slim fit



Regular fit



Loose fit



High waist



623039 Julie High W Shorts



623421 Vilde Shorts 3in



624332 Voss Pro Shorts



624344 Ane Shorts



623474 Sanne Bib Shorts



623492 Trekking Bike Shorts



623045 Ane Hiking Shorts Print



623186 Ruth Skirt



623263 Ruth Bermuda Shorts 5in



623045 Ane Hiking Shorts



623485 Sanne Hike Shorts



624339 Ane Cargo Shorts



624356 Nora Training Shorts



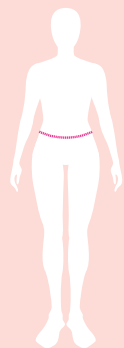
623192 Sanne Trail Shorts 7in



623261 Sanne Outdoor Shorts 8in



623478 Ane Bermuda Shorts



Regular waist



623199 Vilde Bike Shorts



623050 Vilde Shorts



624353 Vilde Training Skirt



622993 Ane Skort



623196 Thale Hiking Shorts



623203 Nora 2.0 Shorts 4in

# Fit guide

Outdoor shorts, skirts and skorts



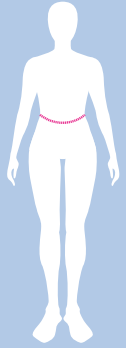
Slim fit



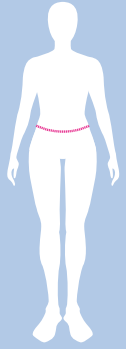
Regular fit



Loose fit



High waist



Regular waist



623214  
Nora 2.0  
Tights



623421 Vilde  
Shorts 3in



622857  
Julie High  
W Tights



624352  
Vilde Air  
Tights



623039  
Julie High  
W Shorts



623131  
Louise 2.0  
Tights



623132  
Louise 2.0  
¾ Tights



623131  
Louise 2.0  
Tights  
Long



623274  
Nora  
Seamless  
Tights



623068  
Stine  
Tights



623105  
Iben  
Tights



623266  
Vilde  
Training  
Tights



622865  
Kari Traa  
Tights



623203  
Nora 2.0  
Pants  
(loose fit)



623200  
Vilde  
Running  
Tights



623199  
Vilde Bike  
Shorts 8in



623134  
Stine  
Shorts



623203  
Nora 2.0 Shorts  
4in  
(loose fit)

624535  
Vilde  
Training  
Skirt

# Fit guide

Training tights

Light impact

Medium impact

High impact





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