



We're
**BASELAYER
NERDS**

FOR GIRLS BY GIRLS



At Kari Traa, we inspire women to be strong and live a happy, healthy lifestyle.

That's our aim, and it's inspired by founder Kari Traa – a world champion and three-time Olympic medalist in freestyle skiing. During her active years as an athlete, Kari started knitting beanies and customizing her own ski gear, adding a bit of fun and color. The designs quickly became popular among her friends and fellow skiers, and in 2002 she decided to turn her hobby into a business. The Kari Traa brand was born.

Today, Kari Traa is the fastest growing women sports brand in Europe, and our passion remains the same; to make great looking sportswear that lets you live life in full color. And of course – it's all made for girls, by girls.

WE'RE BASELAYER NERDS

Trust us!

We could literally write a book about baselayer ... About the different fabrics and fibers and blends and knits and weights and qualities. Actually, we have written that book. But we're the nerds, not you, so we'll stick to the basics for now. And basically, this is what you need to know.

We offer a lot of different baselayer styles. So, to keep things simple, we've sorted them into four categories that are each perfected for different types of activities. Let's go, girls!



ER





1.

Baselayers are worn underneath your clothes and act as a breathable, insulating, and moisture-absorbing or – wicking layer.





2.

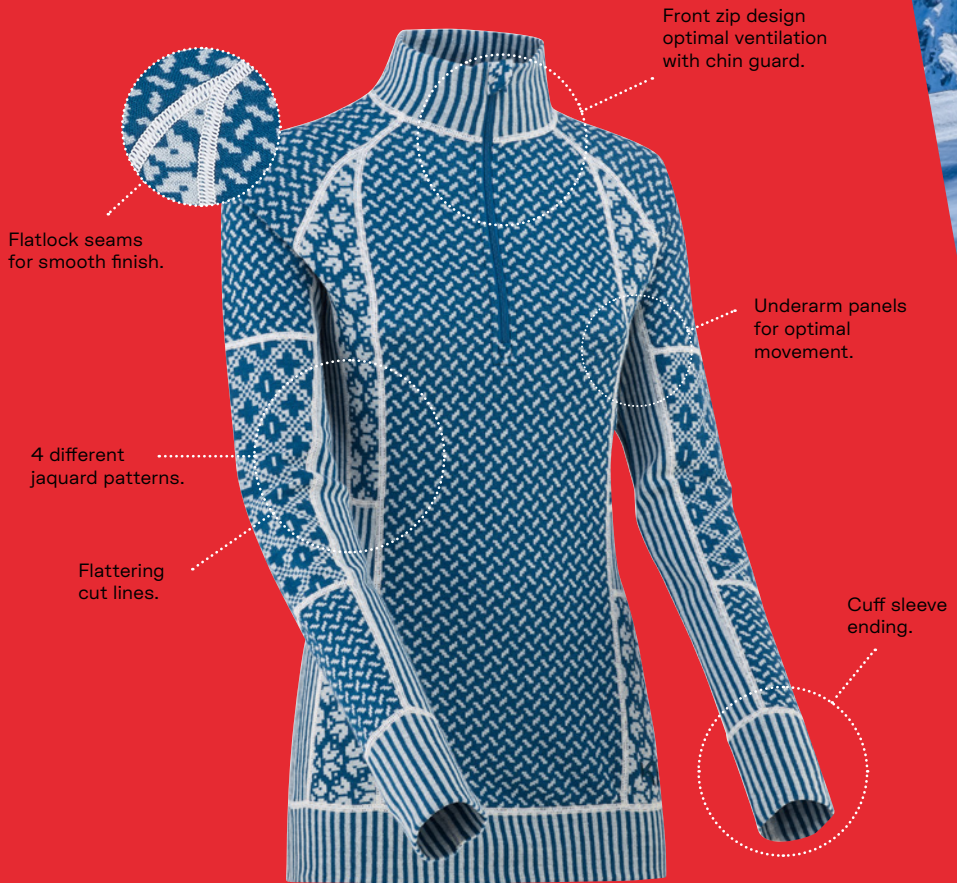
Our baselayers are not just for hardcore athletes. They're for everyone who wants to stay dry, warm and comfortable – no matter what they're doing.

3.

Our baselayers don't itch because they're made of fibers that are more than three times finer than a human hair.

100% Merino Wool

Smekker HZ



Rose H/Z

An icon for the Scandinavian winter. Rose gives you premium warmth with 100% soft Merino Wool. Traditional Norwegian pattern, tailor-made for the female body.



Løkke HZ

Free hugs, Nordic style. Løkke 100% Merino Wool baselayer throws a warm, Nordic-pattern hug around your shoulders on cold days.



LOVE TO STAY HOT

Warm, super-soft, and naturally odor-resistant.

Our STAY HOT baselayer styles are made of 100% Merino Wool, and are perfect for chilly days outdoors. Why? Because Merino Wool can absorb a lot of moisture and still retain warmth. It also has great breathability and natural odor-resistance.

These baselayers are perfect for a mountain playdate - go skiing, shredding or just hang around the bonfire! Oh, and it doesn't hurt that they look great too, right?



LOVE TO FEEL FREE



Lightweight and durable.

Our FEEL FREE baselayer styles are made from an ultimate blend of natural fibers, and are perfect for days when the temperature drops and the intensity rises.

Combining wool with Lenzing Modal™, an eco-friendly textile made from birch pulp, makes these baselayers lightweight, but still super durable.

Hop into one of these baselayers and you're ready for skiing, cycling and snowball fights!

Hjerte LS

Flatlock seams for smooth finish.

Underarm panels for optimal movement.

Soft and durable.



Cuff sleeve ending.

Lighter knitted back panel for good breathability.



Floke LS

Floke is a warm baselayer with a classic, sporty Jacquard-knit pattern that gives you full freedom of movement. It's made from Merino Wool, blended with eco-friendly Lenzing Modal.



Knute LS

Classical pattern with a flattering design. Knute is made from Merino Wool, blended with eco-friendly Lenzing Modal, that provides warmth, durability and next to skin comfort.

Perle HZ

Flatlock seams for smooth finish.



Front zip design optimal ventilation with chin guard.



Sporty details mixed with a traditional jaquard pattern.



Super soft handfeel for optimal comfort.



Double ribbed cuff for extra warmth.



Kongle LS

Stand out by blending in. Kongle is a thick, Jacquard-knit, mixed-blend baselayer top for killing it outdoors in chunky camo.



Rulle Hood

Rocking solid colors in a classic, clean design, the Rulle is a moisture-wicking, mixed-blend baselayer with a soft feel and sleek look.



LOVE TO PLAY

Quick-drying, moisture-wicking, and temperature-regulating.

Our PLAY baselayer styles give you the best of both worlds – a blend of both natural and synthetic fibers that feel good next to skin. This blend dries quickly, wicks moisture and regulates temperature like a boss. Perfect for fun days outdoors.

Put these on and enjoy cross-country skiing, trail-running or sleeping under the stars!

Stil HZ

Front zip design
optimal ventilation
with chin guard.

4 thicknesses,
mapped for high
intensity sports.

Flatlock seams
for smooth finish.

Cuff sleeve
ending.

Brushed inside for
comfort and insulation.



Lune HZ

Our warmest of all synthetic baselayers, with a brushed inside for the softest feel. Designed with a funky all-over print, Lune is a performance baselayer top built for girls on high-intensity adventures in any season.



Fryd LS

Fryd makes layering easy. It's a super-soft, quick-drying performance baselayer for all-out adventures.



LOVE TO GO WILD



Quick-drying, moisture-wicking,
and performance-optimized.

Our GO WILD baselayer styles are made from engineered, (wo)man-made fibers, chosen for their ability to draw moisture away from the body and dry quickly. In short, these fibers simply perform so that you can too – run, do interval training and kick some ass!





FOR ALL GIRLS

We offer a lot of different baselayers – and that’s something we’re proud of. You see, we know that all girls are different; everything from shapes and sizes, to styles and personalities. So naturally, we want different things out of our baselayers. Whether you’re going to work or working out, jumping out of a plane or cuddling up inside a cabin, we’ve got your baselayer needs covered. And then some.

Merino Wool



Smekker



Rose



Løkke



Åkle



Smale



Lam

Natural Blend



Hjerte



Floke



Knute

Mixed Blend



Perle



Kongle



Rulle



Rett



Vrang



Kryss

Performance



Stil



Lune



Fryd



Fantastisk



FOR THE ENVIRONMENT

At Kari Traa, we've taken the Plastic Pledge*, committing to avoiding unnecessary use of plastics, increase the use of recycled plastics and always designing with this in mind. Our new baselayer packaging, sports-bra hangers, and sock holders were developed based on this commitment. We're proud of the positive first-year environmental impact this has had!

That being said; we're not done yet! Further reducing our environmental footprint is a top priority at Kari Traa, and we'll leave no stone unturned in this ongoing effort.

**Learn more at grontpunkt.no/kampanje/plastloeftet/*

***Based on 2018 sales numbers.*

1.

We've reduced our plastic waste 97% – equivalent to 127 tons**.

That's the weight of 18 elephants!



2.

We've made our new baselayer boxes easy for you to recycle. They're made of FSC-certified cardboard, and they're free of that oh-so-common plastic lamination that keeps other boxes from being recycled.

3.

We've reduced the size of our baselayer box, which increases our shipping efficiency by 37%***. This means we can ship more baselayer at once, which reduces our carbon emissions and the amount of packaging materials used. Win-win, world!





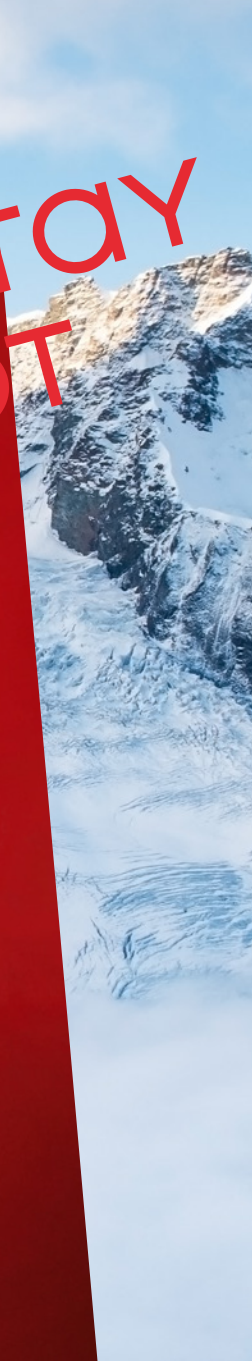


WE LOVE SHEEP

Our founder Kari grew up on a sheep farm, so her wealth of knowledge about wool and its unique properties is legit. But beyond that, she also knows how precious these animals are, and how important it is that they're taken good care of.

Some of you might have heard of (or even seen) the horrifying «technique» called mulesing. To ensure none of our material comes from farms mistreating their animals like this, all our wool comes from Responsible Wool Standard (RWS) certified sources. Learn more at <https://responsiblewool.org/about-rws/>

LOVE
TO STAY
HOT





Ice, ice baby





LOVE
TO FEEL
FREE



Be a playful rebel

XOXO
Kani Traa



I'm a hikeaholic!



LOVE
TO
PLAY



LOVE
TO GO
WILD





Gone crazy
- be back shortly!





FOR
GIRLS
BY
GIRLS



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*Think outside!
(no box required)*