

CASALL

Design & Product Guideline



Designed for the long run.

Designed for longevity, with
timeless sophistication and
durable, high-performing quality.





Know the customer.

Below questions to be asked when initiating a product category or a new product to the assortment. This to elaborate on the purpose, both for the consumer, but also for the assortment as a whole and Casall's offer.

1. What need does the product category or product respond to?

- When and how will the product be used?
- What activity/ies will it be used for?
- What is/are the main functionality/ies to fulfill the need based on the supposed usage?

2. What purpose is the product supposed to fulfill in the assortment?

- Should the product category or product replace something in existing assortment or complement it?
- How does it differentiate from already existing products?

Product Lifecycle Categorisation

The product lifecycle categorisation is based on the product lifecycle from a user perspective, meaning for how long the product most likely will be used in its original format. The product category is determined by the type of product. An example of a frequent product is close to skin products being used and washed very frequently such as socks or a sports bra. Steady products could typical be mid layers, but also for example a pair of warming leggings for running in colder weather which is only used seasonally. The slow products have the possibility to live for a very long time from a physical point of view, in this category we find winter jackets but also tools such as dumbbells and kettlebells.

→ FREQUENT PRODUCTS

Product lifecycle: 3-5 years
Use: Daily or weekly
Care: Weekly or monthly

Product examples:
Base layers, light jersey
and water bottles.

→ STEADY PRODUCTS

Product lifecycle: 5-10 years
Use: Weekly or monthly
Care: Monthly

Product examples:
Outdoor pants, yoga
mats, and foam products.

→ SLOW PRODUCTS

Product lifecycle: 10+ years
Use: Monthly or seasonal
Care: Seasonal or none

Product examples:
Winter jackets, dumbbells
and kettlebells.

Design strategies

DURABILITY

Products made to last from a physical point of view by choosing durable materials and thoughtful construction, for example reducing stress points and adding reinforcements.

TIMELESS AESTHETICS

Longevity from an aesthetic perspective, also taking into account the ageing of

REPAIRABILITY

Design for repairability, can for example be done through modularity.

RECYCLABILITY

Focus on reducing the number of materials, components, prints and additives. Think mono materials, also when combining for ex. fabric and trims.

VERSATILITY

Explore multifunctionality and adaptability in order to reduce other needs.

WASTE AVOIDANCE

Explore upcycled materials, waste generated from other sectors, seamless or fully fashion options, minimal or zero waste pattern cutting.

POLLUTION AVOIDANCE

Choose materials and construction with lower micro shedding. Extra important when using synthetic fibers.

Design strategies

The design strategies help us make informed decisions on how we can make a product more circular based on its expected usage, but is always applied with the product and its functionalities in mind. Durability is the single most important aspect for us at Casall as longevity, aiming at keeping our products in use for as long as possible, is the main objective to help lessen our impact on nature. Below the different design strategies that can be used to make a product more circular, where durability always is the key aspect.

PRODUCT TYPE	DURABILITY	TIMELESS AESTHETICS	REPAIRABILITY	RECYCLABILITY	VERSATILITY	POLLUTION AVOIDANCE	WASTE AVOIDANCE
FREQUENT PRODUCTS	●	○	○	●	○	●	●
STEADY PRODUCTS	●	●	●	●	●	●	●
SLOW PRODUCTS	●	●	●	○	●	○	○

 VERY IMPORTANT
  IMPORTANT
  LESS IMPORTANT

Materials

We classify and categorise materials according to four levels, 1 - Preferred, 2 - Acceptable, 3 - Use with care and 4 - Phase out. The aim is to increase the use of level 1 and 2, which we classify as more sustainable, and phase out the use of materials in level 4, in line with our targets. The categorisation of the materials is based on inhouse and external expertise alongside Textile Exchange Preferred Fiber & Materials Market Report and considers the environmental impact of the fiber, its production and transparency from raw material to finished product. We do however evaluate the choice of material for every product from a full lifecycle perspective where there can be conflicts, most commonly, between preferred material options and durability.

→ **PREFERRED**

Contributes to a more circular production in all stages of the process, from raw material to finished goods. Lowest environmental impact in its category, traceable from raw material.

→ **ACCEPTABLE**

Contributes to a more circular production in parts of the process and/or has a proven lesser environmental impact than their conventional equivalents. Environmentally certified, trademarked or traceable (fully or partially from raw material).

→ **USE LESS**

Materials with partial traceability and/or natural or bio-based fibers that are low resource intensive in cultivation and production.

→ **PHASE OUT**

Virgin materials with no environmental or chemical certifications or trademarks. Not traceable.

Classification and materials are subject to change and regularly reviewed and updated.

TEXTILE FIBER TYPE	LEVEL 1 - PREFERRED	LEVEL 2 - ACCEPTABLE	LEVEL 3 - USE LESS	LEVEL 4 - PHASE OUT
NATURAL (CELLULOSIC)	RECYCLED COTTON	ORGANIC COTTON REGENERATIVE ORGANIC COTTON	MASS BALANCE SOURCED COTTON IN-CONVERSION COTTON	CONVENTIONAL COTTON
NATURAL (PROTEIN)	RECYCLED WOOL	CERTIFIED REGENERATIVE WOOL	RWS CERTIFIED WOOL	CONVENTIONAL WOOL
REGENERATED (CELLULOSIC)	RECYCLED CELLULOSE FIBERS CELLULOSE MADE FROM AGRICULTURAL RESIDUES	PARTIALLY RECYCLED CELLULOSE FIBERS	CERTIFIED LYOCELL	LYOCELL MODAL VISCOSE INCL. BAMBOO
SYNTHETIC	RECYCLED POLYAMIDE	CERTIFIED BIO-BASED POLYAMIDE		CONVENTIONAL POLYAMIDE
SYNTHETIC	RECYCLED POLYESTER, TEXTILE TO TEXTILE FAIRBRICS	RECYCLED POLYESTER, PET CERTIFIED BIO-BASED POLYESTER		CONVENTIONAL POLYESTER
SYNTHETIC	RECYCLED ELASTANE	CERTIFIED BIO-BASED ELASTANE		CONVENTIONAL ELASTANE
NATURAL (CELLULOSIC) BAST FIBERS	RECYCLED LINEN, HEMP, JUTE	ORGANIC LINEN (NATURAL RETTING), HEMP, JUTE	CONVENTIONAL LINEN, HEMP, JUTE	
NATURAL (PROTEIN)	RECYCLED SILK		ORGANIC SILK	CONVENTIONAL SILK
VARIOUS	DEAD STOCK, PRODUCTION REMAINS, POST-CONSUMER REMAINS	PRE-CONSUMER REMAINS		

* Certified means the material needs to carry a credible and relevant certification or trademark to minimize its negative impacts. Ex. wool - RWS, natural rubber - FSC.