

CRANAL APPAREL

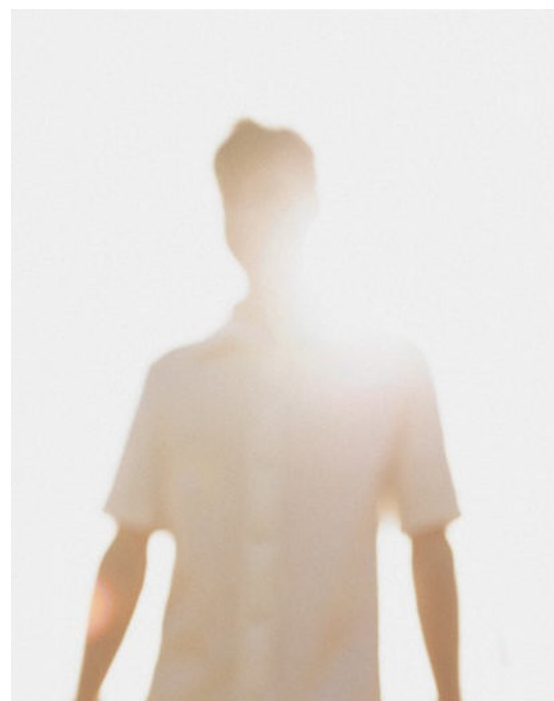
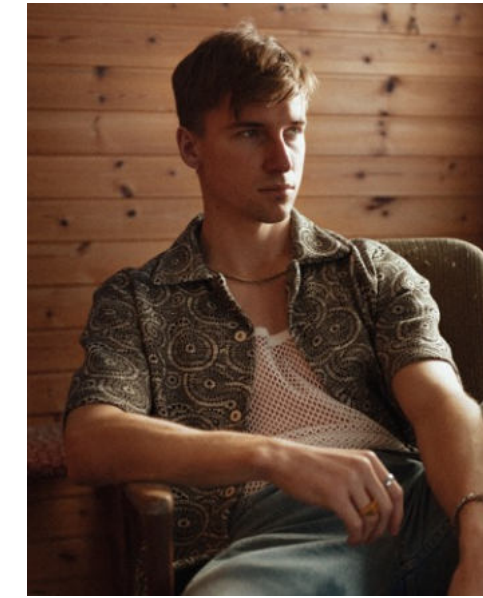
CARNAL
APPAREL

We believe that everyone owns their creative freedom and integrity. A painter chooses his canvas, his colors and his motive. Often, the one that goes beyond what is accepted, is also the one who turns our conception of what is real into a lie.

No matter the art form, we don't let our freedom be defined by what should be. Just like the artist, we choose what we create. Like us, you choose who you are. You define your freedom.

SEASON 1

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Joel Willfors – Head of Branding || joel.willfors@gmail.com ||
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DESIGNS

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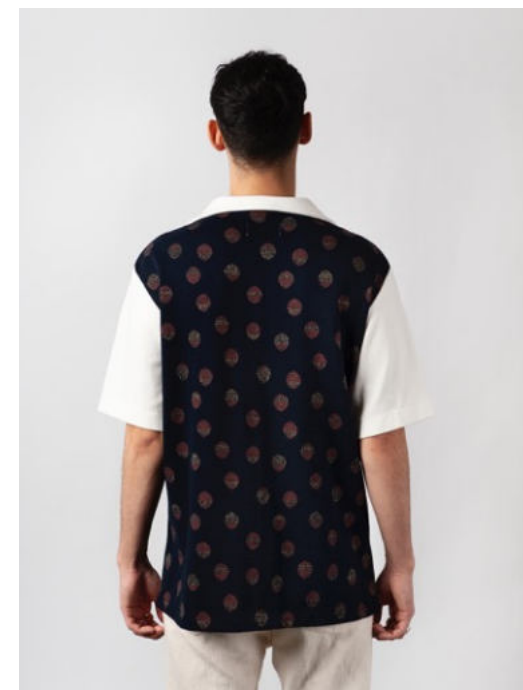
Our Stripes Short Sleeve Shirt is inspired by Cuban style and made of organic cotton and a knitted jacquard blend. The shirt features a boxy shape and a wide '60s and '70s inspired collar. (ART. 101)



Our White Short Sleeve Shirt is made of organic cotton and a jacquard blend which gives it a robust feeling. The shirt features a boxy shape and a wide '60s and '70s inspired collar. (ART. 100)

DESIGNS

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Our Dots Short Sleeve Shirt is made of organic cotton and a knitted jacquard blend. The shirt features a boxy shape and a wide collar inspired by the style of the '60s and '70s. (ART. 102)



Our drops short sleeve shirt is made of a cotton blend and features a boxy shape and an open collar. (ART. 103)

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DESIGNS

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Our Beige Long Sleeve Shirt is crafted from the finest organic cotton which gives it a soft silhouette. The shirt has a loose fit and a wide collar as a tribute to the '60s and '70s. (ART. 104)



Our Black Long Sleeve Shirt is crafted from the finest organic cotton which gives it a soft silhouette. The shirt has a loose fit and a wide collar as a tribute to the '60s and '70s. (ART. 105)

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DESIGNS



Our Jersey Shorts is crafted from the finest organic cotton which gives them a soft feeling. The shorts features a high waist and knee-length legs. (ART. 106)

SEASON 2

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FALL / WINTER 2020

Like with our first collection, we have drawn inspiration from our surroundings and created a collection based on our conception of how we see different styles come together. Shot in some of Malmö's most iconic locations and inspired by everything from the crowd at turn-of-the-century cafés to suburban ravers, our second collection aims to demonstrate ideas rooted in the intersection of street style and classic Scandinavian fashion.

The collection follows our experimental pattern mixing velour, corduroy and jersey fabrics with dropped shoulders and wide leg trousers. Adhering to our slow fashion values, we have kept our most popular and timeless shirts from our previous collection with the vision to build an offering that doesn't have to be replaced in full every season.



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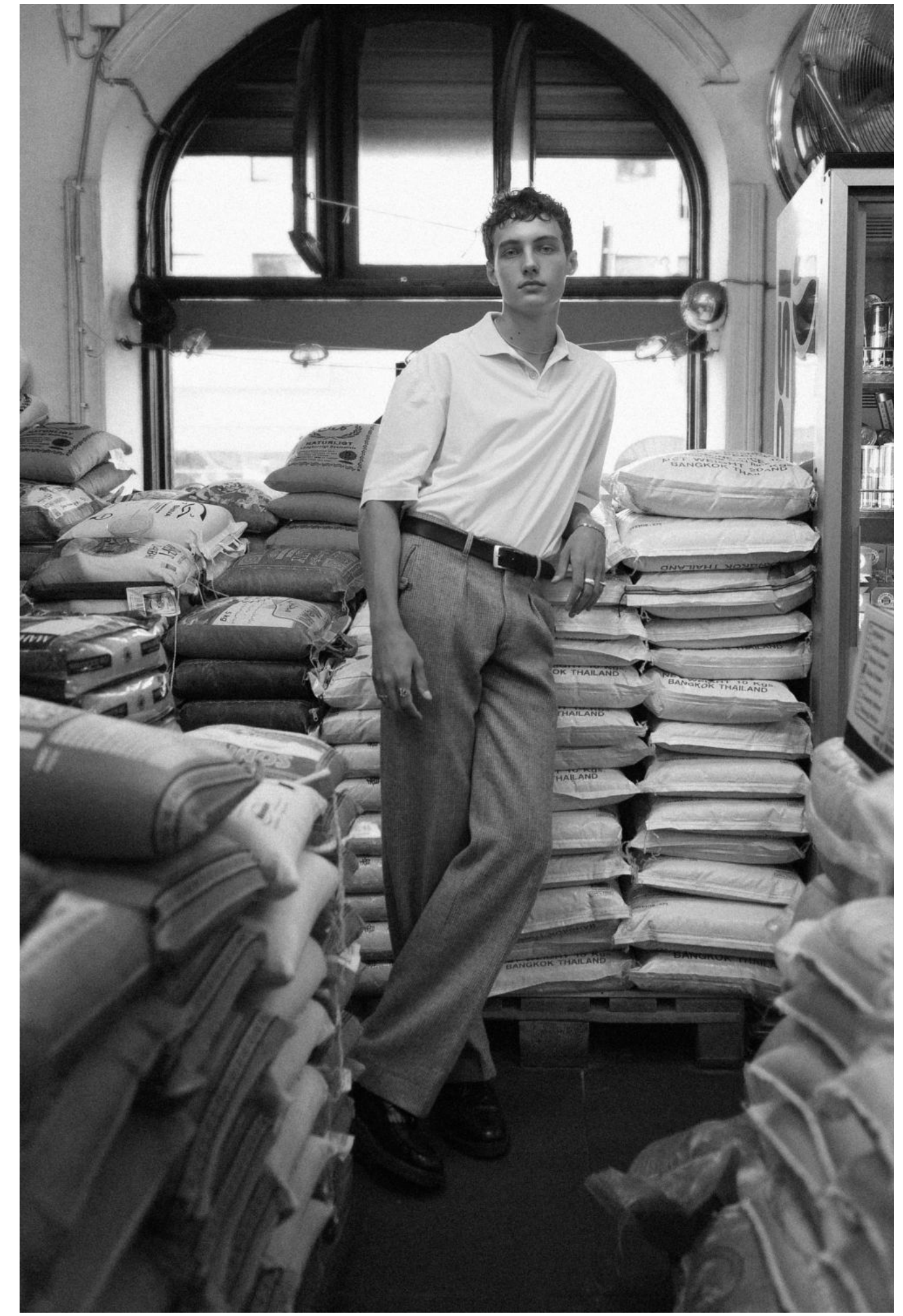
SEASON 2

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SEASON 2

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SEASON 2

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DESIGNS

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Our Cream Corduroy Jacket is made of cotton. The jacket features a baggy shape with dropped shoulders.(ART. 107)



Our Cream Corduroy Trousers are cut from cotton. They features a high waist and straight wide legs. (ART. 108)



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DESIGNS

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Our Mint Stripes Zip Jacket is made of jersey cotton. The jacket features a straight fit and layer constructed stripes. (ART. 109)

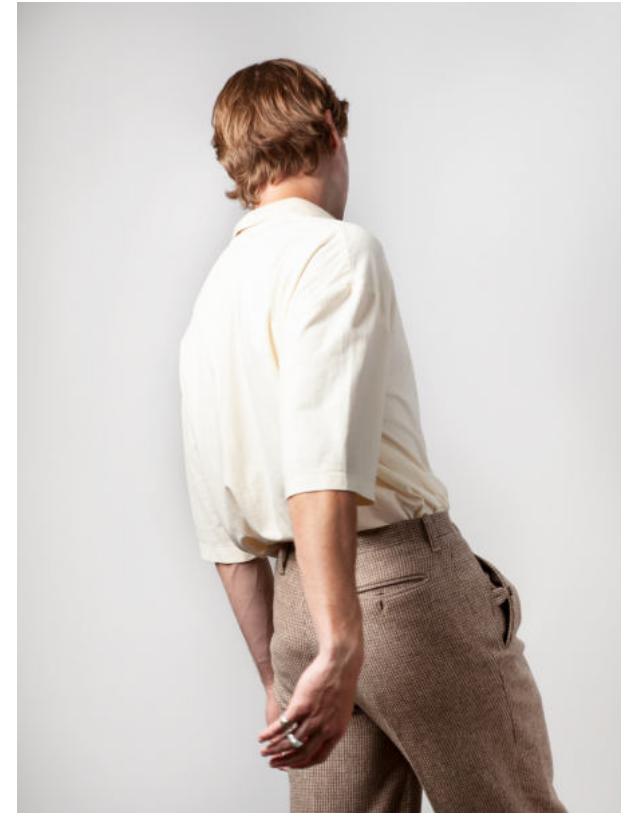


Our Livid Velour Zip Shirt is made of cotton which gives it a soft feeling. The shirt features a loose fit and dropped shoulders. (ART. 110)

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Our Pale Yellow Polo is made of cotton. It features a boxy shape with dropped shoulders. (ART. 111)

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SEASON 3 – TEASER

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SPRING / SUMMER 2021

Being ambivalent and free, not adhering traditional concepts of seasons, decades or styles, we have once again drawn inspiration from different styles and fashion areas. This time, our source of inspiration has predominately been the 60's and 90's fashion scene and our studio pictures will feature the designs on both male and female models. Set between four walls and on lonely roads, our lookbook aims to capture the struggles of the past year.

The collection follows our experimental pattern mixing jersey, corduroy and velour fabrics with dropped shoulders and wide leg trousers. Adhering to our slow fashion values, we have kept our most popular and timeless items from our previous collection with the vision to build an offering that doesn't have to be replaced in full every season.



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SEASON 3

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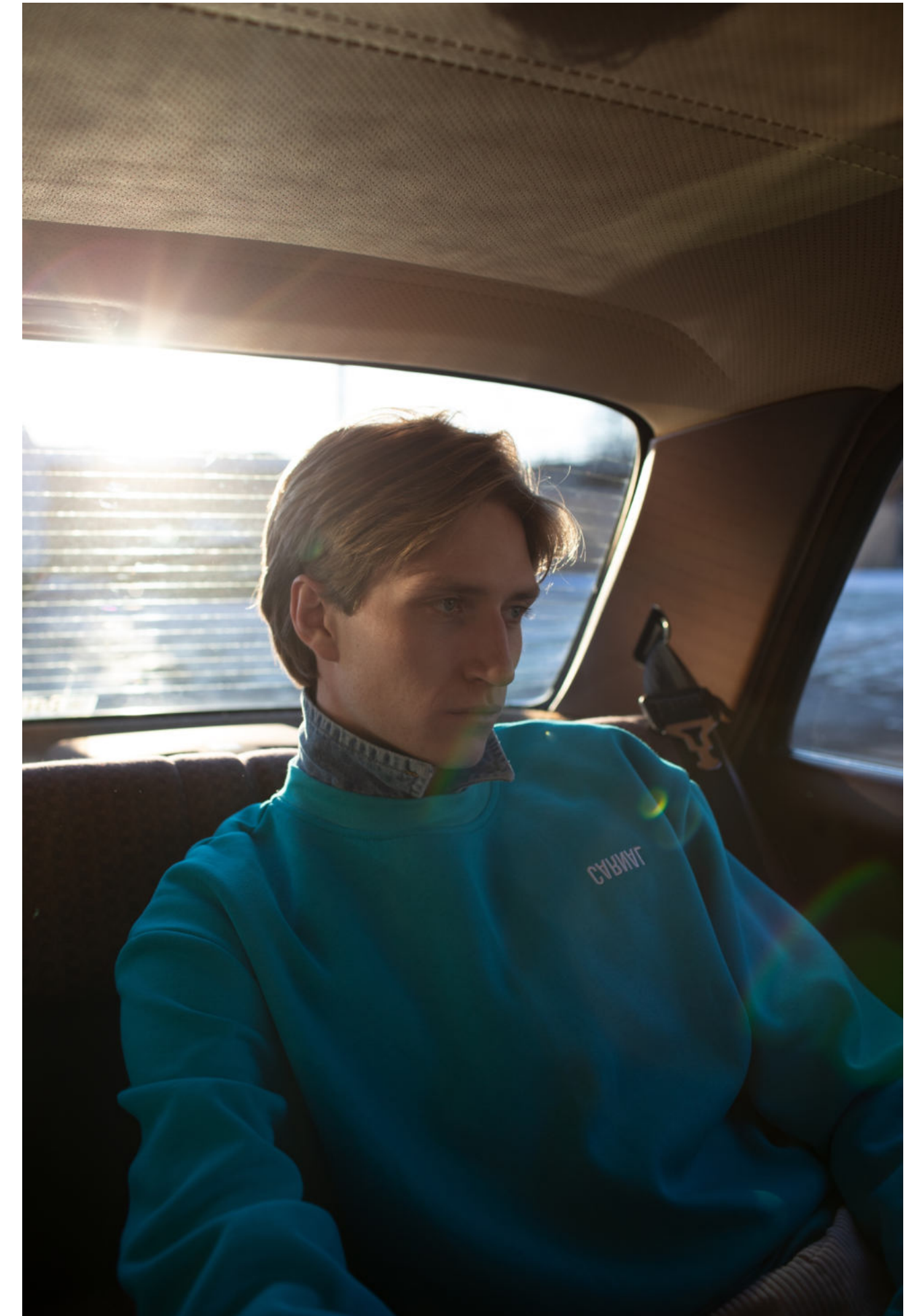
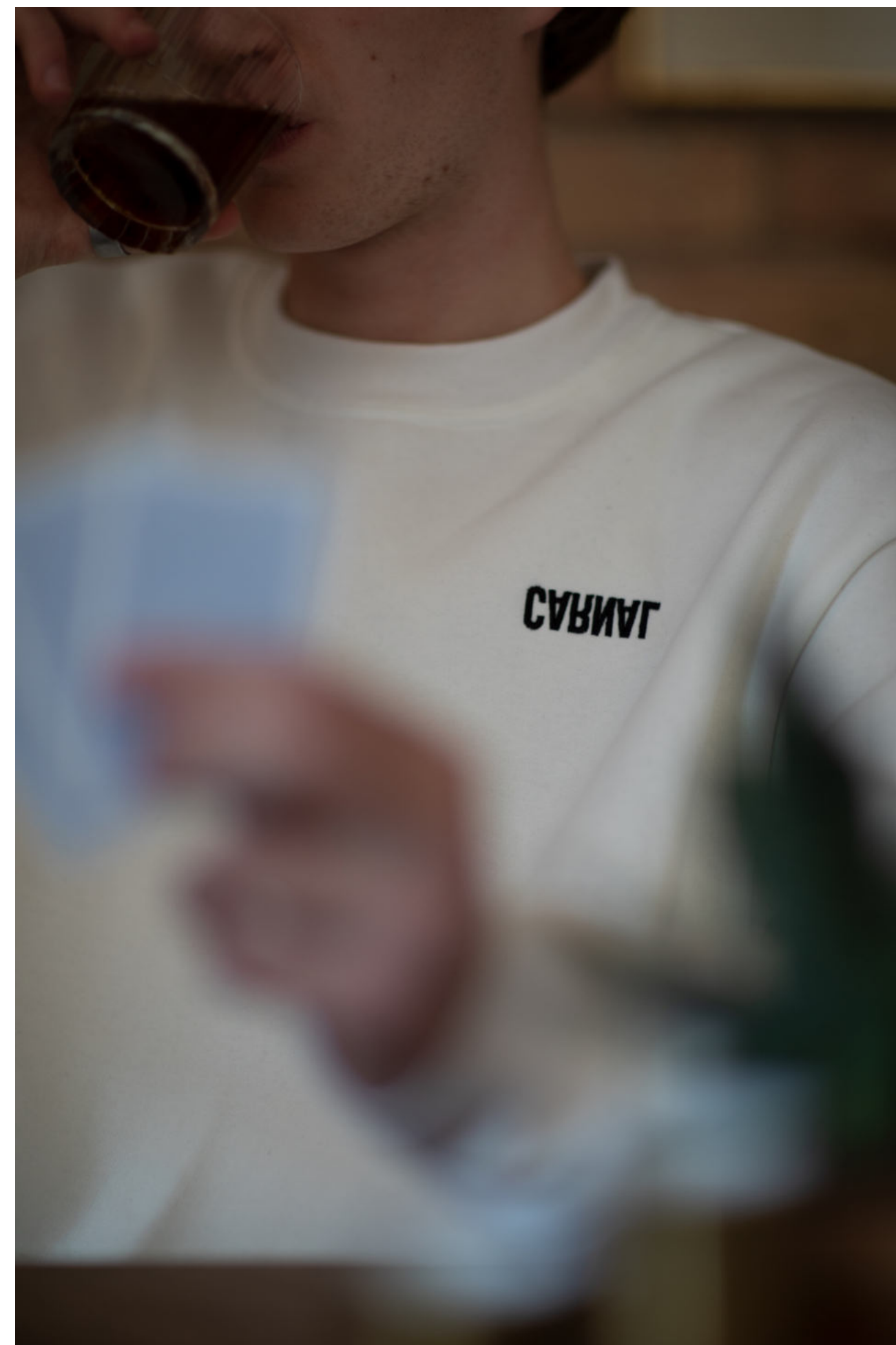
SEASON 3

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SEASON 3

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DESIGNS

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Our Yellow Velour Zip Shirt is made of cotton which gives it a soft feeling. The shirt features a loose fit and dropped shoulders. (ART. 112)



Our Off-White sweatshirt is made of cotton and has a soft feeling. The shirt features a loose fit and dropped shoulders. (ART 113)



Our Turquoise Sweatshirt is made of cotton and has a soft feeling. The shirt features a loose fit and dropped shoulders. (ART 114)

DESIGNS

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Our Light Grey Safari Coat is made of cotton. The coat features a wide fit and dropped shoulders. (ART. 115)



Our Beige Trousers are cut from cotton. they feature a high waist and straight wide legs. (ART 116)



Our Knitted Off-white Vest is made of Wool and knitted in Sweden. It features a loose fit and has a robust feeling. (ART. 117)

DESIGNS

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OUR CREAM TUBE SOCKS ARE
MADE OF A COTTON MIX WHICH
GIVES THEM A SOFT FEELING. (ART.
118)

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CARNAL APPAREL

ABOUT US

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OUR STORY

THE IDEA BEHIND CARNAL APPAREL CAME TO LIFE DURING A TRIP TO MEXICO. SEEING THE COLOURFUL STREETS AND EXPERIENCING THE LAID-BACK VIBE GAVE ERIK LINDSTRAND, OUR CREATIVE HEAD, THE IDEA TO BRING MORE CREATIVITY TO THE MINIMALISTIC SCANDINAVIAN FASHION SCENE WITHOUT COMPROMISING ITS ROOTS. COMING BACK, HE PARTNERED UP WITH THE SWEDISH MODEL AND LONG-TERM FRIEND JOEL WILLFORS AND AN EXPERIENCED DESIGNER WHO WAS STRONGLY INFLUENCED BY THE STYLE OF THE '60S AND '70S. PUTTING THE PIECES TOGETHER THEY SAW THAT THE LAVISH STYLE OF THIS FASHION ERA WENT HAND IN HAND WITH THE MINIMALISTIC SCANDINAVIAN LOOK AND THE PATTERNS, FABRICS AND COLOURS WHICH HAD BEEN ERIK'S ROOT OF INSPIRATION. THE RESULT HAS BEEN TWO EXPERIMENTAL COLLECTIONS BASED IN SCANDINAVIA, INFLUENCED BY THEIR SURROUNDINGS AND INSPIRED BY A TRIP BACK IN TIME.

OUR STYLE

WE DEFINE OURSELVES AS AMBIVALENT AND FREE. WE DO NOT LET SEASONS, DECADES OR STYLES LIMIT OUR CREATIVE FREEDOM.

OUR VALUES

OUR AIM IS TO PRODUCE ALL OUR CLOTHES IN A SLOW FASHION MANNER WITHOUT COMPROMISING ON QUALITY. TO ACHIEVE THE BEST RESULT AND OPTIMISE OUR LOGISTICS ALL OUR CLOTHES ARE MADE IN NEARBY EUROPEAN COUNTRIES AND OUR FABRICS ARE HAND-PICKED FROM EUROPEAN WHOLESALERS. USING THIS LINE OF PRODUCTION, WE AIM TO NOT ONLY GIVE LIFE TO SCANDINAVIAN FASHION BUT ALSO TO THE EUROPEAN TEXTILE INDUSTRY AND THE PEOPLE WORKING IN IT.

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MEDIA FEATURES

THE RAKISH GENT



Quality is key, and the brand aims to produce all of their pieces in a slow manner without ever compromising on the details and quality. It's also of paramount importance that European wholesalers are utilised and the Swedish textiles industry is given a helping hand.

Fucking Young!


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Carnal Apparel Went Go-Hard-Go-Home For A Collection Soaked In Minimalism

by Chidozie Obasi

“We want the bearers of our clothes to feel that they wear unique pieces of quality” states the brand’s mission. And indeed, atop of **Carnal Apparel**’s hybrids channel a powerful craft that adheres ethical values of fashion, drowning a heritage that comes from a conscious mindset crafted in Sweden. Good thing we’re on the craft theme, sure to be a welcome feature post-Covid. The brand’s ethos came to like during a trip in Mexico: The laid-back, minimalist aura of the apparel thrived inspiration from cult traditions seen on the streets, and as such, the label’s creative head was fond to bring the style into a Scandinavian-driven concept. With further inspiration coming from the ’60s and ’70s, hybrids gain a nuance that marries an eclectic style rich in chromatic playfulness, adding a result that ushers experimentation and modernity.







Gillas av ferdiachris och 1 199 andra

kristian_bergendorff Standing here again







Gillas av jonasbahri och 1 157 andra




kristian_bergendorff 70's vibee



Visa alla 24 kommentarer

jonasbahri love the cardigan

25 september 2020 · Visa översättning







Gillas av 19__88 och 1 588 andra



lorenzobooh I like to match myself with the place



Thanks @carnalapparel

Visa alla 130 kommentarer

19__88 One of my favourite outfits







Gillas av 19__88 och 1 588 andra

lorenzobooh I like to match myself with the place

Thanks @carnalapparel


Visa alla 130 kommentarer

19__88 One of my favourite outfits

20 december 2020 · Visa översättning








Gillas av zainbadat och 1 347 andra

Visa alla 34 kommentarer

ucon_acrobatics We need to shoot in this fit!

pippavosper This look is everything

4 oktober 2020

 **valdemarfredriksson**
Pisa



Gillas av  nickcarvell och 632 andra

valdemarfredriksson Italian essentials

Visa alla 61 kommentarer

ellafitriyani2 🥰🥰🥰

erik_kristensen_ 🙌🏻🏆

20 augusti 2020 • Visa översättning

 **zainbadat**
Lund



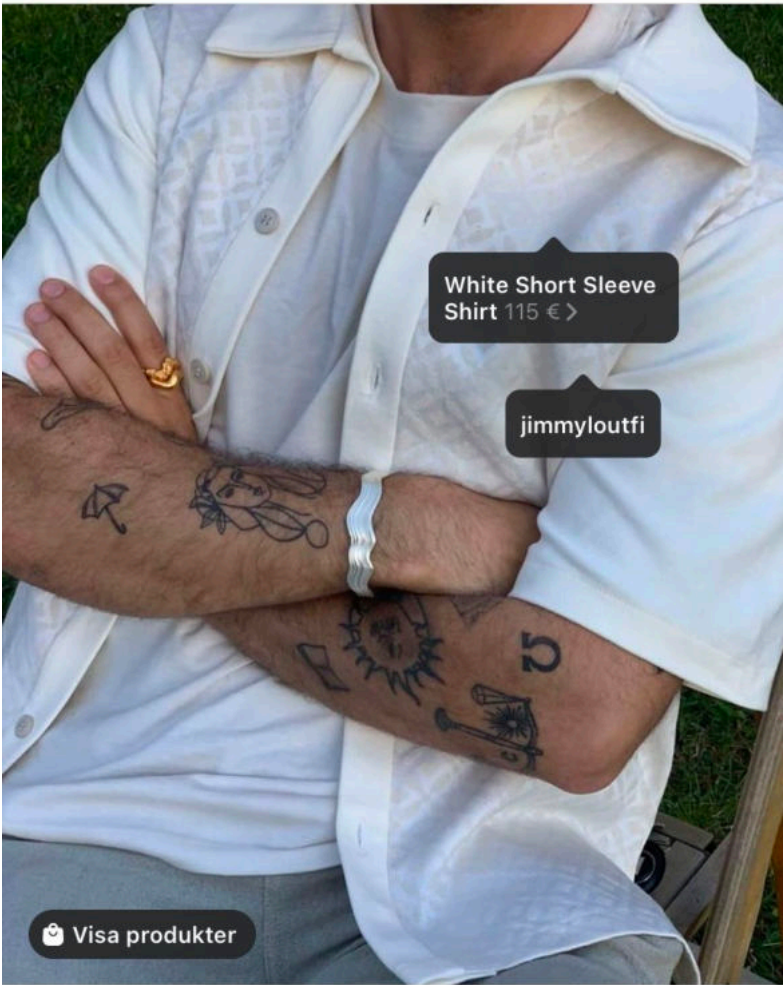
Gillas av  kristian_bergendorff och 1 014 andra


zainbadat me x3
@carnalapparel 💕

Visa alla 12 kommentarer


zainbadat @asherbrunings Thank u! **@carnalapparel** are maddas

 **carnalapparel**
Stockholm



 Visa produkter







 **danielkutlesovski**

@carnalapparel

 **monsieurrichy**
Betalt samarbete med carnalapparel
Stockholm



[Visa statistik](#)

199 gilla-markeringar

monsieurrichy Dem 70's vibe deya 🍷

Visa alla 32 kommentarer