





# Summary



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# The Carel Saga

"It's very important to have freshness and renewal, and at the same time tradition and craftsmanship."

Frédérique Picard, Carel CEO

A few years after leaving their native Grenoble, in **1952**, Georges and Rosa Carel opened their first women's shoe boutique on Boulevard Saint-Michel in Paris.

A daring district, **close to Sorbonne University**, where students stroll. A young, **carefree** place, whose many café terraces inspire a certain caning, like the famous Parisian chairs.

As the son of a shoemaker, Monsieur Carel knows no secrets about women's feet. He developed a "trotter" heel inspired by Cuban dancers. The low height of 4.5 cm provides **comfort and an elegant silhouette** that accompanies women from morning to night.

**2010** marks the beginning of a new era for Carel, as **Frédérique Picard** takes over the reins of Carel. Drawing on the brand's values and heritage, she and a talented new team are committed to rediscovering the bold **pop** appeal of **retro chic**.





**Craftsmanship**  
**Elegance**  
**Quality**  
**Fémininity**

## The Carel Story

At Carel, we like to perpetuate stories, and that's what we do with our workshops. Some of these artisans have been our **longstanding partners** for over 30 years, and we have grown and evolved together. It is essential for Carel to develop long-lasting partnerships.

Since its launch in 1952, the number of permanent models has more than doubled. The **iconic** models are available in a variety of styles. These are our customers' favorites, and we produce them every season, taking into account demand as well as sales, which allows us to have a rational production.

Timeless, unchanging, and prized, these shoes are made to be loved, worn, and passed on without losing style or quality.



## Iconic are...

**8** Styles

**92%** Made in Italy

**74%** of iconic styles are made  
from LWG-certified leathers



# Factory



The choice of our partners choice is essential to ensure that our customers receive **responsible, respectful** fashion.

That's why, before committing to any partnership, we carefully examine the CSR policy of our workshops and establish an annual, renewable contract. This is one of our essential criteria for establishing lasting collaborations and ensuring that we are aligned, while respecting social and legal conditions.

**HORIZON 2024**

We will develop new partnerships with Spanish and Portuguese workshops.





PARIS **CAREL**



## Our Commitments

**1** In **2020**, a sustainable development manager was appointed at Carel to mobilize every department across the board on ecological issues.

Collections, logistics, packaging... everything is audited in order to gradually improve the way we consume and design our collections.

The **Carel Cares** collection offers shoes and bags that reflect our values around sustainability, with a reinforced determination since 2022 to limit our carbon footprint.

**2** We develop shoes and leather goods using alternative, environmentally-friendly materials such as Uppeal (formerly Appleskin), upcycled leathers from dormant stocks, and models made in France by craftsmen who respect local know-how.

**Carel Cares** shoes and leather goods are produced in small batches, but always of premium quality.

Carel always sources its materials as **close as** possible to its workshops.



# Made in France

Responsible, Local Fashion!

To minimize our CO2 emissions, ***promote French expertise***, and support "EPV" living heritage companies, we are forging partnerships that are 100% ***made in France***.

Our tote bag is crafted by a partner using traditional Jacquard weaving. The fiber used for these bags is organic linen or ***recycled*** cotton.

Since 2020, we have created and developed a line of espadrilles in collaboration with a traditional workshop in the French Basque Country.





# Made in France

## Carel x Meduse

Once again this year, Carel and the French family business Méduse have joined forces to create **responsible**, colorful sandals with a pop flair.

This collaboration has resulted in four variations of the Méduse sandal, each embellished with a "CAREL" label on the back.

Like all Méduse products, these shoes are made in the western part of France from PVC guaranteed to be phthalate-free (a chemical substance used in plastics to soften them and increase their flexibility), and **100% recyclable**.

The brand adheres to the strictest European standards in terms of pollution and safety.





## Sourcing differently: Upcycling

Closely following advances in alternative materials and industry initiatives, we are committed to including more **recycled materials** in our collections to limit the use of virgin resources and **reduce waste**.

We repurpose production scraps and other **high-quality** skins often overlooked in workshops to give them a second life through limited editions.

Our team collaborates with Parisian showrooms such as Adapta, which uncover **dormant stocks** from luxury brands and then provide them to us with full **traceability** information.



Listen to the podcast:  
"Carel, Responsible creativity"

**80%** of our iconic styles  
have an upcycled version.







The **Leather Working Group** (LWG) is a global non-profit organization founded in 2005, bringing together key players in the leather industry.

Its main objective is to promote sustainable and **responsible practices** in leather production by setting high standards for water management, reducing greenhouse gas emissions, and managing waste.

**LWG** certification, obtained after independent audits, attests to compliance with high **environmental** and **social** criteria. This certification serves as an indicator of quality and environmental responsibility for consumers.

By promoting transparency and continuous improvement within the leather industry, the **LWG** helps address growing consumer concerns about the sustainability of leather products.

**45%** of Carel 2023 models are made from LWG-certified leather.



\*Our Italian tanneries are taking great care to comply with these new LWG standards.

# Alternative materials



The alternative material **Uppeal** takes its name from its source: apple skin.

Developed with sustainability and **respect for the environment** in mind, as well as in response to the request of our customers, this innovation offers a fascinating alternative to traditional materials.

The texture of this material remains smooth and resembles traditional leather.

It is a perfect alternative to leather to recreate Carel's iconic pieces for customers seeking vegan materials.





# Traçabilité

## Carel X Fairly Made

Today, Carel is embarking on a new adventure: traceability. That's why it has joined forces with Fairly Made to better analyze the life cycle of its products and provide customers with precise details of the **manufacturing and transport stages of its shoes**.

What is Fairly Made?

Fairly Made is a company that supports brands wishing to become **transparent** with their customers.

Fairly Made offers a solution that enables brands to trace their entire value chain and assess the quality of each of their products according to **5 requirements**: environmental, social, traceability, recyclability, and sustainability.



Scannez pour découvrir la fiche traçabilité de notre iconique Kina!





## Go For Good Label

Galleries Lafayette's "**Go for Good**" certification is awarded to products that meet strict sustainability and **social responsibility** criteria. These criteria can include aspects such as the provenance of raw materials, manufacturing conditions, environmental footprint, and other commitments to sustainable development.

The aim is to encourage brands to adopt **more sustainable** practices while raising **consumer awareness** of the social and environmental issues involved in the production of consumer goods.

For the third year running, Carel Paris has been awarded the **Go For Good certification** for its commitment to the CSR transition among French fashion players.

**GO FOR GOOD**  
POUR UNE MODE PLUS RESPONSABLE

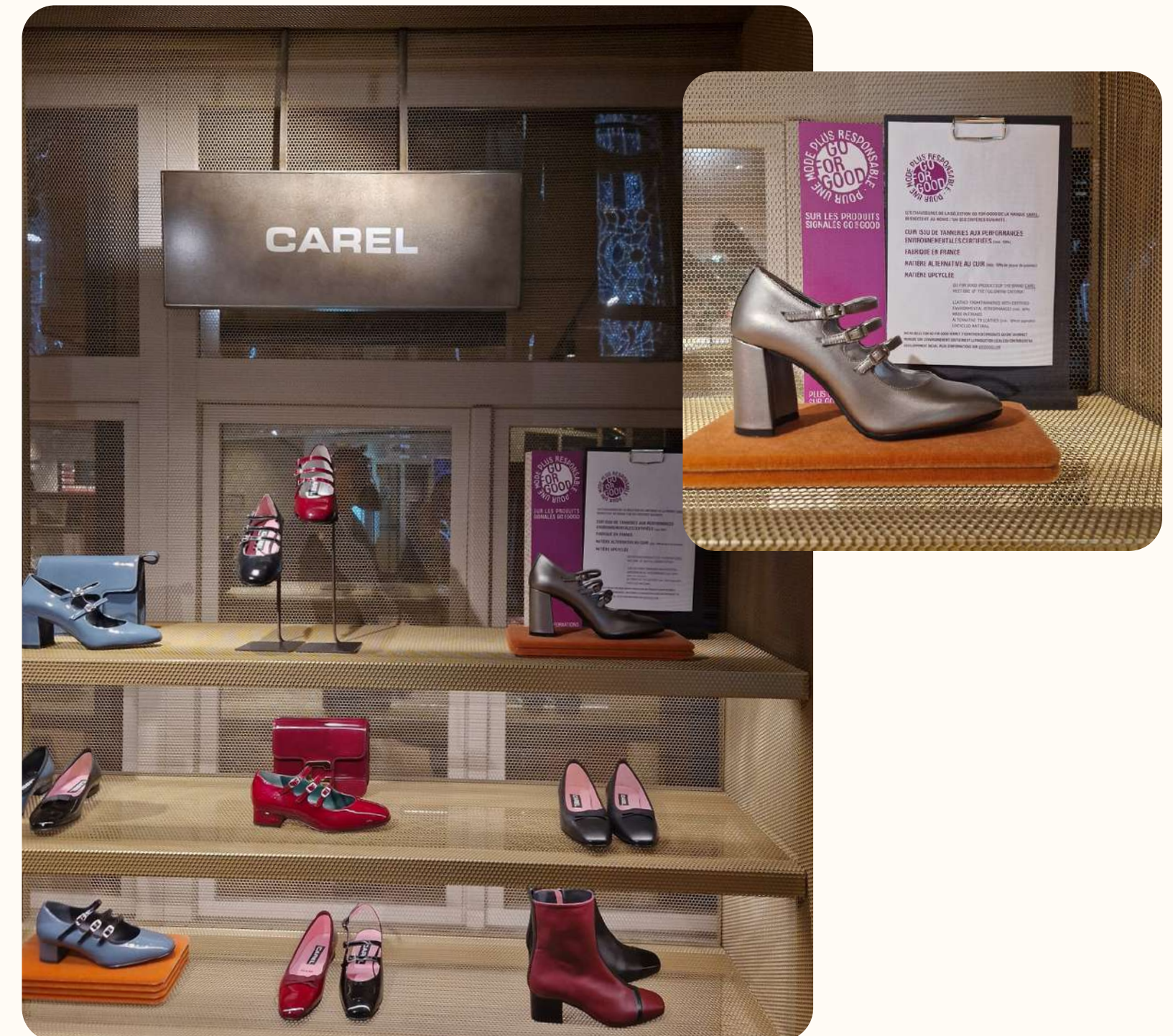


Photo stand Go For Good - Galleries Lafayette



# Packaging

Starting in 2022, Carel has taken another step towards sustainability by completely rethinking its **packaging**.

For the first time, a fashion house is developing boxes in Italy, close to its workshops, that are made from 100% recycled and recyclable paper, without the addition of varnish, illustrating the brand's commitment to **environmental responsibility**.

A clever change in dimensions not only guarantees a perfect fit for each pair of shoes but also optimizes storage space.

In 2023, this new packaging was extended to all Carel collections.



## Second Hand

Carel Paris embodies a strong commitment to sustainability and **ethics** in the fashion industry.

Refusing to succumb to the culture of waste, the brand has taken the **innovative** step of not discarding a single pair of shoes, including prototypes and products with slight defects.

Carel offers the opportunity to acquire exclusive pieces at attractive prices in a boutique dedicated to the sale of orphan pairs.



This boutique, a sanctuary for shoes that tell a **unique story**, bears witness to Carel's commitment to waste reduction and the promotion of a **more responsible fashion**.

Each pair, whether a creative prototype or with slight imperfections, finds a second life, underlining the brand's commitment to enhancing the value of each creation and minimizing its **environmental impact**.



# Collaboration

## CAREL X IMPARFAITE

Imparfait embodies an **innovative approach** to fashion, celebrating the aesthetics of imperfection.

The brand offers a **selection of vintage** and pre-loved garments, highlighting the marks of time and experience. Each piece tells a **unique story**, defying the traditional norms of ephemeral fashion.

"Imparfait" offers a lasting, personal style experience, inviting everyone to become the creator of their own authentic fashion story.

Carel has collaborated with the Imparfait brand to bring exclusive prototypes and slightly flawed models to market at **affordable prices**, ensuring they do not go to waste.







# Collaboration

## Jimmy Fairly

In 2023, our house had the opportunity to collaborate with the eyewear brand Jimmy Fairly. This capsule collection was focused on ***environmental respect***.

Thus, the two brands, with shared values, created a trendy bag model entirely made of ***Uppeal*** and ***French-made sunglasses***.

To celebrate summer, Jimmy Fairly teams up with Carel for a fashion collab, ultra-desirable.

On one side, the French optician who has placed lifestyle at the heart of the optical experience. On the other, the favorite shoemaker of Parisian women, whose shoes have stylishly trodden the pavement ***since 1952***.

Each brand has reimagined its iconic pieces by incorporating the codes of the other, around common values: ***the love of style and craftsmanship***.



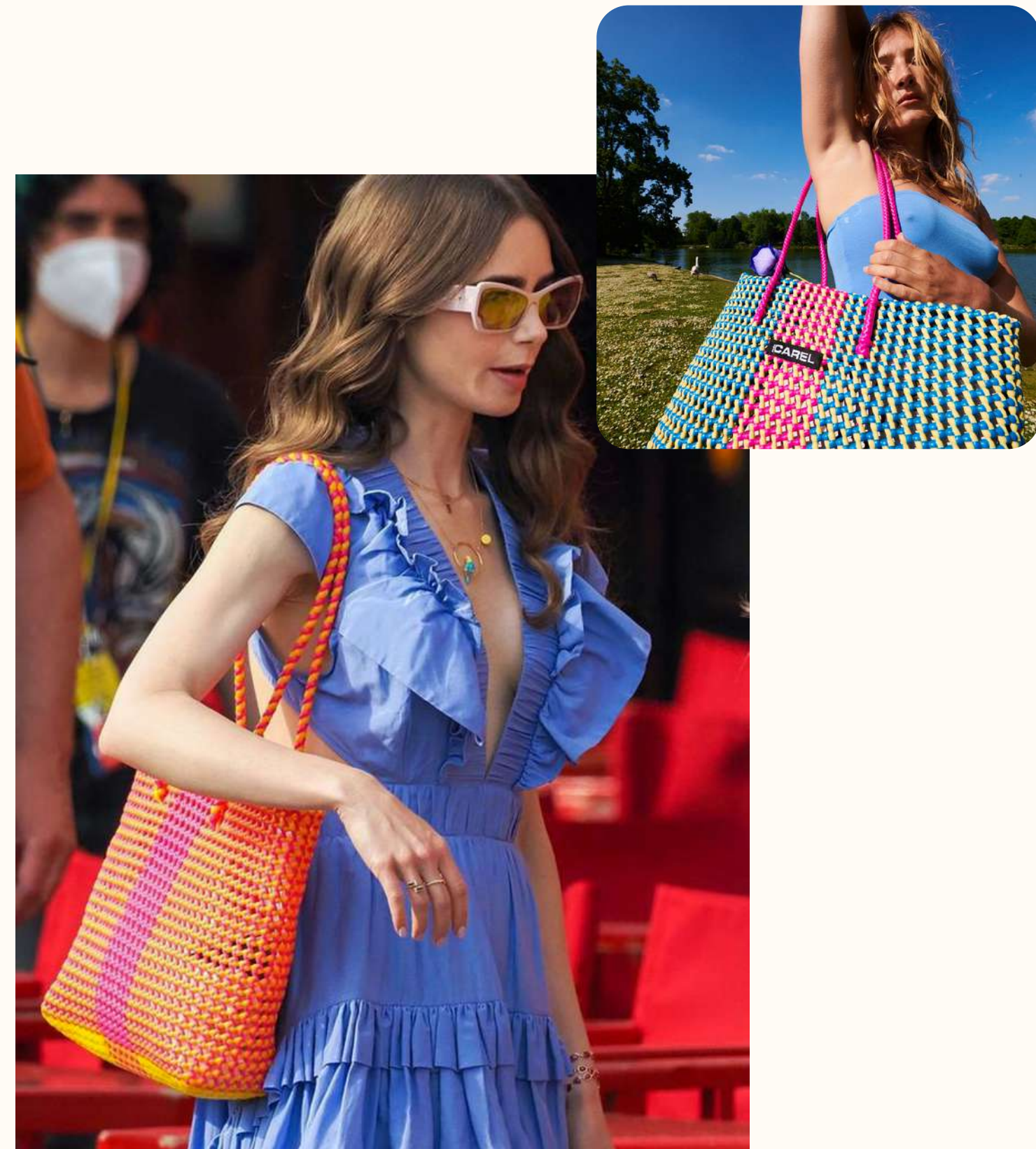
# Sac scoubidou

Carel Paris has penned an enthralling new chapter in its history with the Scoubidou bag. Launched in 2020, this bag embodies the **avant-garde spirit** of the brand.

Inspired by **the art of weaving**, the Scoubidou bag skillfully merges craftsmanship, modernity, and a pop sensibility.

Each piece in this collection tells a **unique story**. It is **handcrafted** by Indian women, widows, who are part of a micro-enterprise fighting against isolation. It is made **entirely of recycled plastic fibers**, with the creation of one bag requiring two days of work.

The Scoubidou bag made its mark on the small screen with a notable appearance in season 2 of the series "**Emily in Paris**," elegantly worn by the main character herself. This media exposure elevated the bag to **iconic status**, symbolizing the perfect marriage between Parisian sophistication and the craftsmanship of Indian workshops.





**CAREL**  
PARIS 1952



## Social commitment

### Carel supports creation !

Carel has been supporting creation for many years! Indeed, the house offers collaborations with the PUSH artist residency in Aubervilliers to promote the **art** of young artists.

This year, the brand's iconic pieces, local artists, and visuals welcomed **Maxime Testu**, as well as **Sofia De Moser Leitão** and her ceramics with a phantasmagorical spirit!

**Antoine Carbone** was also invited to collaborate with us for our 70th anniversary.



Maxime testu



Antoine Carbone





# Social commitment

Our house has remained sensitive to the "academic" realm since its origins in the neighborhood of the **University of the Sorbonne**, which has embodied the prestige of higher education for centuries. Today, we celebrate the love of literature by offering a book with every pair sold in all our Parisian stores.

Carel also supports the **IFM** (French Institute of Fashion) by lending shoes to students for their fashion shows, photo shoots, and advertising campaigns to showcase their creations.

The IFM is a renowned **institution** based in Paris, dedicated to education and research in the field of fashion.

Founded in **1986**, the IFM holds a prominent place in fashion education, offering innovative programs focused on the industry. The school distinguishes itself with its multidisciplinary approach, combining design, management, and cutting-edge technologies to train the future leaders of the fashion industry.







# Inclusivity

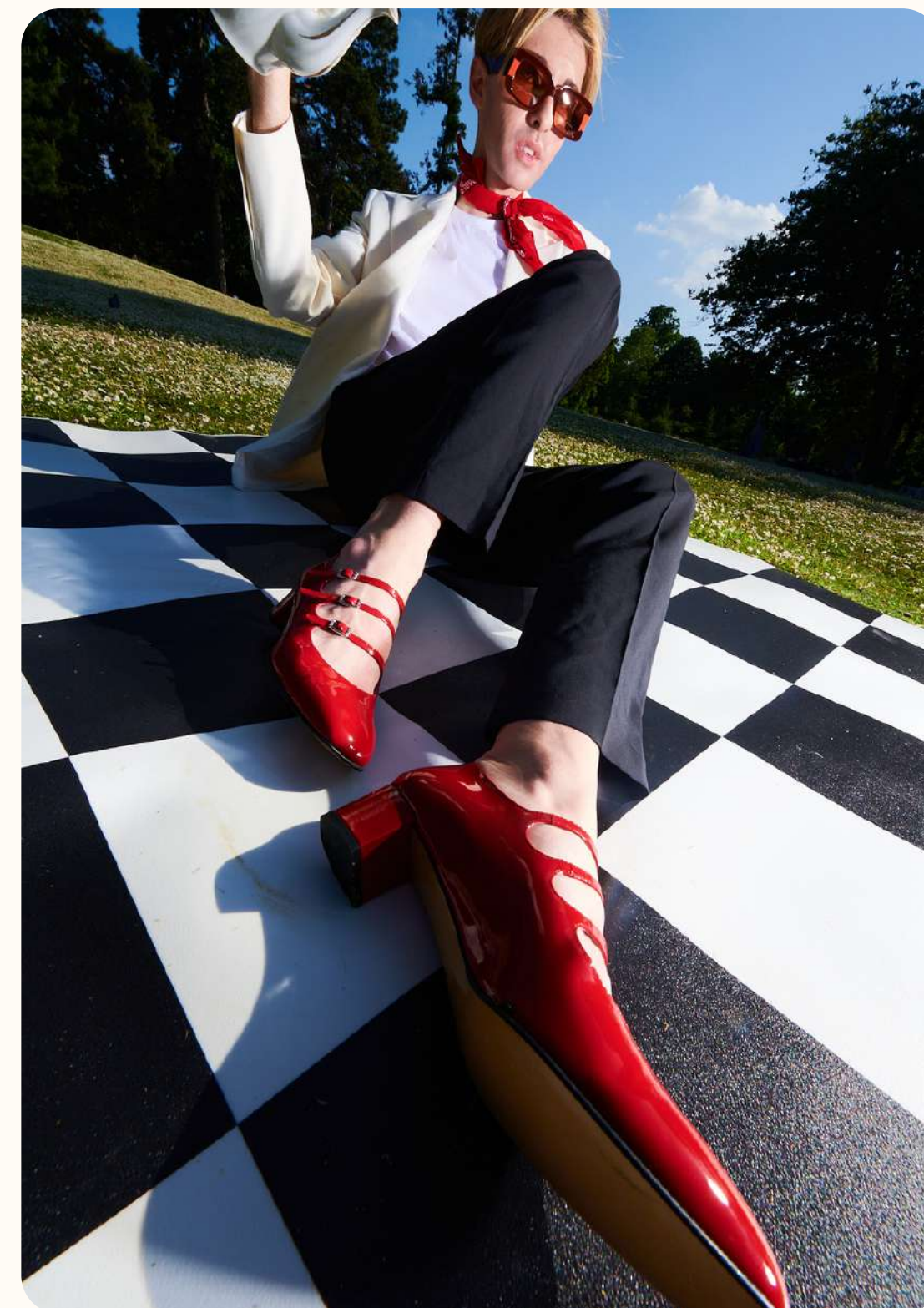
Carel Paris is firmly committed to diversity.

In an ***inclusive*** approach, the brand has expanded its size range for some of its models, now available from size **34 to 43**.

This bold decision reflects a desire to offer all its clientele the opportunity to express themselves through fashion, regardless of their shoe size.

***By expanding*** the size range, Carel celebrates ***diversity*** in gender and body types. Choosing a pair of shoes should not be limited by size, and Carel strives to create a space where everyone can find their style without compromise.

This initiative reflects a continued commitment to inclusivity, marking a significant step towards a fashion that celebrates diversity beyond gender.







# Formation

In order to raise **awareness** among each department about today's and tomorrow's climate challenges, Carel teams participated in the ***Climate Fresco Workshop***.

This workshop was organized in June 2023 by our CSR manager in collaboration with the facilitators of the Climate Fresco.

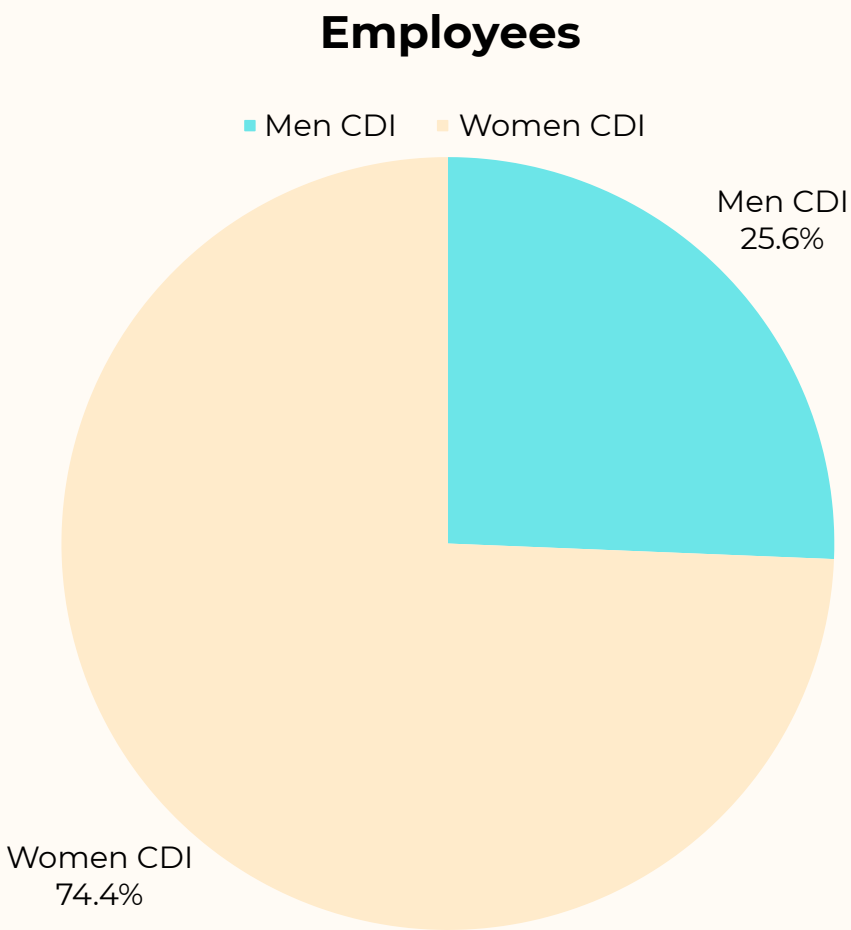
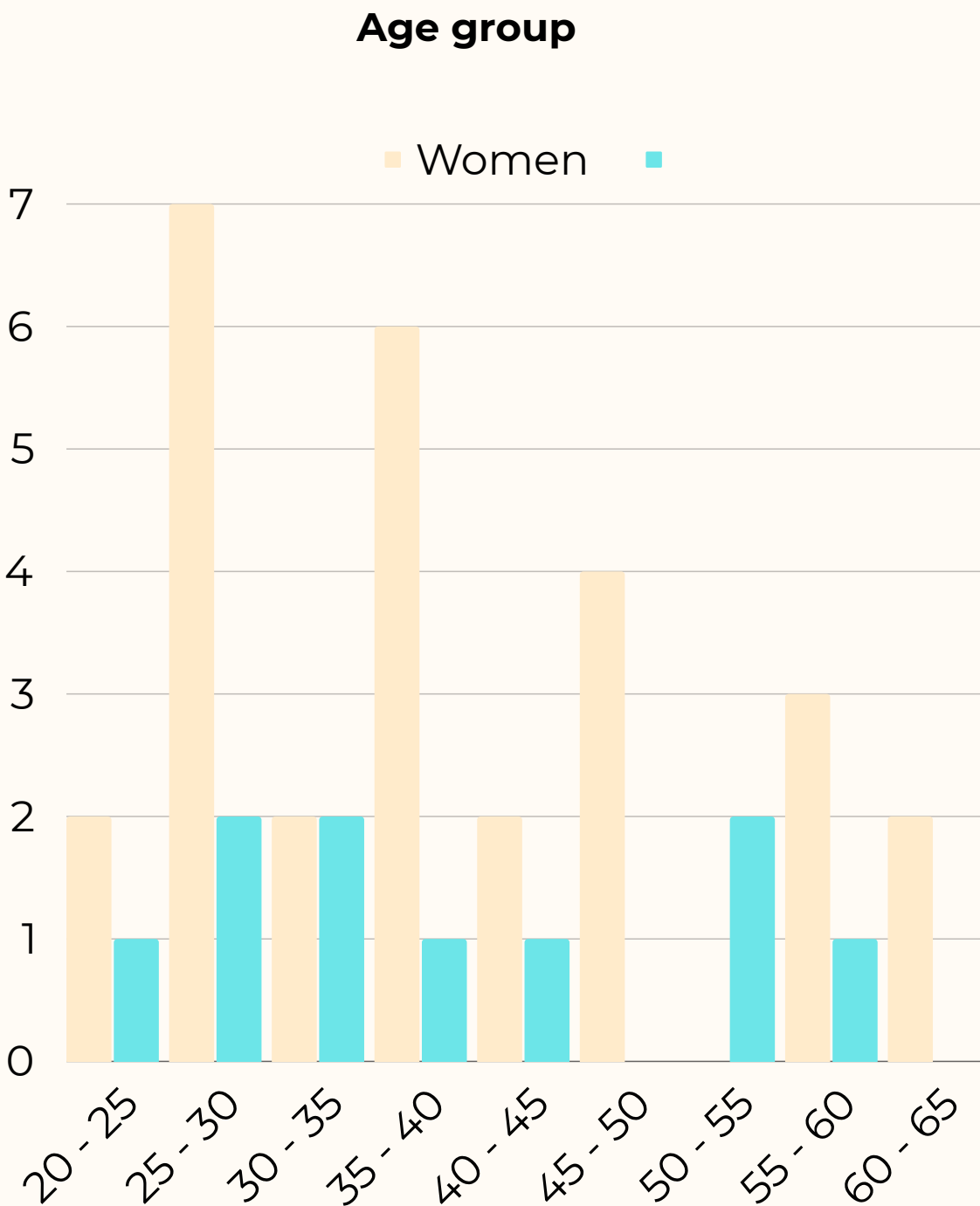




# Equality

At Carel, gender equality is at the heart of our identity. We recruit without discrimination based on gender, age, or nationality.

Our team values the diversity of talents, believing in an environment where everyone can thrive. Carel also gives young people a chance by keeping interns to become apprentices or signing a contract within the company.



Managers

- Hubert Canard
  - Laurent Bourrut
  - Romain Broussard
  - Julien-Pierre Renier
- Frédérique Picard
  - Gina Ceku
  - Rachida El Gares
  - Qun



## Charitable Actions

Following the earthquake that occurred in Morocco on September 9, 2023, Carel responded to the solidarity call by providing financial support through the Fondation de France association.

This gesture reflects Carel's willingness to go beyond its role in the fashion industry, making compassion a central value of its mission.

**Fondation  
de  
France**

The brand Carel actively engages in charitable actions by making significant donations of shoes to associations, such as "Le Secours Populaire," which received 500 pairs from our past collections in 2023.

This initiative aims to provide comfort and dignity to people in need, thus demonstrating Carel's social commitment.







**CAREL**  
PARIS 1952



# 2024 Targets

## SECOND Hand

Carel is considering launching an innovative second-hand project through an online platform linked to its website, dedicated to the **resale** and **purchase** of shoes.

This initiative aims to extend the lifespan of products, reduce carbon footprint, and provide customers with a responsible option.

The platform will be seamlessly integrated into the main site, offering a consistent user experience between new and pre-owned products.

This project symbolizes the brand's commitment to sustainability, ethics, and innovation in the fashion industry.







# 2024 Goals

## Objectif 2024 - Vegan Certification

Carel is committed to taking a stand in favor of **vegan certification** by labeling its reinvented iconic products. This initiative reflects a deep commitment to sustainability and uncompromising ethics.

By rejecting animal exploitation and prioritizing environmentally friendly materials, Carel meets the growing expectations of consumers for ethical fashion.

These sneakers are made in Italy, contain 0% animal-derived materials, and are made from bio-based materials!





# 2024 Targets

## Spanish / Portugese production

Our brand is committed to a strategic expansion by developing its production with new workshops in Spain and Portugal in addition to our Italian partners.

This decision stems from our desire to promote the artisanal craftsmanship of these renowned regions in the shoe industry, as well as to have new trusted partners to perpetuate the heritage of the house.

The goal is to strengthen our presence in the European market.



# CAREL

PARIS 1952

