

Flett

Slow-Made Knitwear
Brandbook



Our Story

Frett is a female-led knitwear brand rooted in textile expertise. Founded in 2016 by Meitar Karni Zvik, a senior professor of textile design and knitwear specialist, Frett creates a modular core wardrobe of timeless, fully-fashioned pieces. Our elevated essentials are held to the highest quality standards and feature subtle details that give each garment individuality while remaining versatile, effortless, and built to last.

All items are responsibly produced in limited quantities in family-run factories across the EU, ensuring close oversight of both professional standards and sustainable practices.





Effortless Elegance

Our elevated designs are made to be comfortable and effortlessly sophisticated.

Each piece is easily incorporated into everyday life while maintaining a refined, understated elegance.



Modular Wardrobe

Frett creates a modular wardrobe, transforming crafted essential knits into versatile building blocks. Each piece is made to be intelligently combined and layered, allowing a wardrobe that evolves with the wearer and offers multiple looks from every item.

Core Collection

Our core collection is at the heart of the brand: versatile staples that are carried forward and reinterpreted each season.

With variations in color, texture, and details, these essentials can be combined in new ways - within the collection and across the wardrobe.



Slow-Made

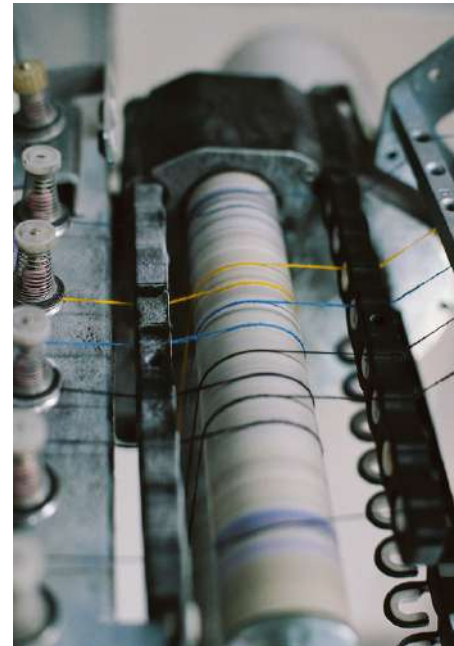
Each Frett piece is thoughtfully crafted with precision and care. Each design begins with sustainably sourced Italian materials and hands-on experimentation with knitting technology and structure. Limited quantities and fully fashioned techniques ensure lasting quality and a close connection to the production process.





Responsible Production

Our pieces are responsibly produced in family-run factories in Europe, ensuring ethical practices, quality and sustainability oversight.



100% Made in the EU in family-ran factories
Zero-Waste techniques
Fully-Fashioned
Renewable Energy Sources

All Frett pieces are crafted in family-run factories in the EU, ensuring transparent, responsible production. Each piece is carefully planned by our team, with sustainable materials sourced intentionally and every step of production mapped from start to finish, enabling zero-waste techniques, fully-fashioned construction, and the use of renewable energy.



Materials

The yarns we use are sourced twice a year from Pitti Filati, working with mainly Italian suppliers. Our collections are composed of various blends, focusing on natural fibres and their amazing properties: breathability, superb drape and handle, biodegradability, anti-bacterial and sweat- wicking properties and more.

Makò Cotton

- The finest, smoothest and strongest cotton
- Premium quality
- Produced in upper Egypt
- Naturally non-allergenic
- Soft, absorbent & breathable

Merino Wool

- Soft & Breathable
- Natural, renewable & biodegradable
- Thermo-regulating
- Beautiful drape and handle
- Anti-bacterial

Organic Cotton

- Low environment impact growing methods
- Non-genetically modified seeds
- Organic production systems
- Naturally non-allergenic
- Soft, absorbent & breathable

Cashmere

- Extremely soft & luxurious
- Natural, renewable & biodegradable
- Insulation properties
- Superfine texture with no itchiness

Baby Alpaca

- Extremely soft & luxurious
- Natural, renewable & biodegradable
- Thermo-regulating
- Strong & Resilient

Linen

- Soft & Breathable
- Made from Flax plant
- Soft, strong & durable
- Ideal for warm climates





Sustainable Sourcing

When selecting our materials, we prioritize minimizing our environmental footprint and uphold ethical production standards by using certified materials.

GOTS ^(Global Organic Textile Standard)

Certifies organic fibers (such as organic cotton, wool, and other textiles) and ensures ethical and environmental production practices, including safe working conditions and sustainable processing.

OEKO-TEX® Standard 100

Ensures that textiles and fibers are free from harmful chemicals and are safe for human health. This certification covers the entire production process, including dyes and finishes.

Fair Trade Certified

Guarantees that the production meets fair wage standards and ethical working conditions. This certification supports fair labor practices and ensures workers are paid fairly for their work.

Global Recycled Standard ^(GRS)

Certifies products made from recycled materials, ensuring traceability, social and environmental responsibility, and chemical safety throughout the supply chain.

B Corp Certification

Recognizes companies that meet high standards of social and environmental performance, accountability, and transparency. This certification encompasses all aspects of a company's operations, including production processes and labor practices.

RWS ^(Responsible Wool Standard)

Ensures wool is sourced responsibly, with consideration for animal welfare, land management, and fair labor practices throughout the supply chain.

Product Categories

We carry a curated selection of knitwear pieces, a unique stand-alone segment in the fashion industry. Within the knitwear range, we offer a variety of categories that can be easily assembled into total looks or playfully mix-and-matched.



Cardigans



Tees



Sweaters



Pants & Skirts



Accessories



Dresses



Tops



Outerwear



Flagship Store

Our flagship store is located in a prime location in the heart of Tel-Aviv. The store design reflects the brand's aesthetics, celebrating high-end materials, accurate craftsmanship and our minimalistic approach.



Stockists

Six Senses Resort
Shaharut

Maskit Fashion House
Tel-Aviv
Yaffo
Ramat Hashashron
Hod Hashashron

Boutique 5
Tel-Aviv

Tema
Tel-Aviv

Zenuka
Motzkin

Karina
Kiryat Ono

Natalie Walker
Yaffo

Mood Store
Tel-Aviv

Moxie TLV
E-com





Select Annual Events

Sustainability in Knitwear

"Knitwear manufacturing and sustainability practices"

A lecture by Meitar, our founder and creative director, held at the Zenuka store. The talk provided insights into sustainability in the fashion industry, with a focus on manufacturing practices, particularly in knitwear. It also explored modern consumer habits and examined the materials and compositions shaping today's fashion.

Frett X Adama Studio

The meeting between Adama and Frett brings together shared values of sustainability, quality, and responsible production. The collaboration celebrates a dialogue of color through pieces made with care, purpose, and intention.

Thinking Through Cloth Exhibition

Meitar, our founder and creative director, participated in the exhibition "Thinking Through Cloth" curated by Yuval Etzioni, presenting a series of innovative textiles that merge knitting and weaving techniques. The exhibition featured eight designers working with textiles as material, structure, object, and metaphor. Through weaving, knitting, printing, knotting, and transformation, these textile objects became carriers of symbolic, social, and emotional meaning.

Soho-House Dresscode

Soho-House and Dresscode invited Frett to participate in a fashion event featuring a pop-up sale and insightful lectures on today's fashion industry held by Portfolio magazine.



Sizing

The flexible nature of our knitwear allows for modular sizing. Our items are available in size XS-XL, with versatility within the sizing. Our designs can be styled differently in each size for a more loose or fitted look, depending on personal preference.

<i>Foot</i>	US	UK	FRA	IT
XS	2	6	34	38
S	4	8	36	40
M	6	10	38	42
L	8	12	40	44
XS/S	2-4	6-8	34-36	38-40
S/M	4-6	8-10	36-38	40-42
M/L	6-8	10-12	38-40	42-44



About Meitar

Born in South Africa, Meitar graduated from the Textile Design Department at Shenkar College, where she now serves as a senior lecturer. She also holds a master's degree in Industrial Design and Design Management from the Bezalel Academy of Arts and Design.

Meitar has vast experience in computerized knitwear technology and sustainable production. Her work has been showcased at the Triennale Museum during Milan Design Week and at various industry events, and supported by the ACT accelerator program.

Since 2016, Meitar has been dedicated to running and managing her brand, Frett, shaping its vision and bringing her unique aesthetics to life.



From Our Founder

Meitar Karni, Founder and Creative Director

From the very beginning, my vision has been a textile-led approach to creating knitwear that embodies timeless design and celebrates high-quality natural materials. Frett reflects this philosophy, offering elevated and versatile pieces that invite intelligent mix-and-match styling.

Frett's foundation is built on slow-made production and close collaboration with skilled artisans, blending innovation with tradition to create garments that are enduring, effortless, and designed to last. Each piece begins with materials sourced from Italy, which are then brought into the studio for experimentation and development, seeking the ideal structure for each new garment.

Producing in the EU allows me to be personally involved in every step of the process, watching firsthand the skill that brings our garments to life. Most of our styles carry over from season to season, being reinterpreted each time through new variations and colourways, allowing the wardrobe to evolve with the wearer.



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