

MIGHTY DETAILS

People, places and quiet gestures
that turn a stay into a story.

ALSO INSIDE:

Hotels with a point of view | Materials with a past | Slippers with a future
What modern hospitality cares about | All about those details



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»Small details create experiences guests will
want to return to.«

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THE CLOSE CONNECTION BETWEEN HUMANS AND NATURE CALLS
FOR A RESPONSIBILITY TO CARE FOR IT CAREFULLY AT ALL TIMES.

Elevate experiences



BEHIND THESE PAGES

This issue was stitched together from conversations, materials, hotel stories, small facts, big numbers and a few very serious thoughts about slippers.

From first thread to final page

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of Kaaita

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*Special thanks to our partner
hotels, collaborators and guests
for helping us make slippers and
the stories around them.*

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Thinking small and making it big

You could, of course, skip the small things altogether. A warm welcome. Cheese from a nearby farm. A handwritten note. Time spent co-creating wall art with an artist whose work you fell for at first sight.

But that would not be very you. And, if we are honest, it would not be very us either.



This magazine began with a small object most people barely think about: the hotel slipper. It waits quietly by the bed, in the wardrobe, beside the bathrobe. It is put on after a long journey, worn across a room, perhaps taken home, perhaps left behind.

A small thing, then. But not an unimportant one.

In the right hotel, even a slipper has a role to play. It can soften the first evening. Make a room feel more personal. Say something about comfort, care, humour, materials, waste, and the kind of place you have just arrived in.

At Kaaita, we could have made a perfectly decent pair and stopped there. A pleasing shape, a soft material, a logo in the right place. No one would have complained. But then we would have missed the point.

Because the smallest objects often reveal the biggest intentions.

This first issue of Mighty Details is our way of looking more closely at what usually goes unnoticed. Inside are materials, numbers, hotel stories, experiments, loops and ideas. Some are already beautifully in place. Others are still being tested, improved, rethought.

Sustainability, as anyone who has tried to do it properly knows, rarely arrives as one perfect headline. More often, it lives in the quieter decisions: what can be washed, reused, returned, recycled, explained better, designed smarter.

So this is not quite a catalogue. Not quite a corporate report either. Think of it as a magazine about one very small object with a surprising amount to say.

Thank you for being so ambitious to care about the smallest details — and for pushing us to imagine new ways of creating guest experiences.

**From our studio in Ljubljana,
Alenka Repič, founder & creative director
of Kaaita**

Positivity report 2024/25

SMALL LOOPS. BIG NUMBERS

*The numbers behind reuse,
recycling and thoughtful choices.*

SMALL THINGS GO A LONG WAY

*What makes a slipper more
sustainable*

SUSTAINABILITY NUMBERS

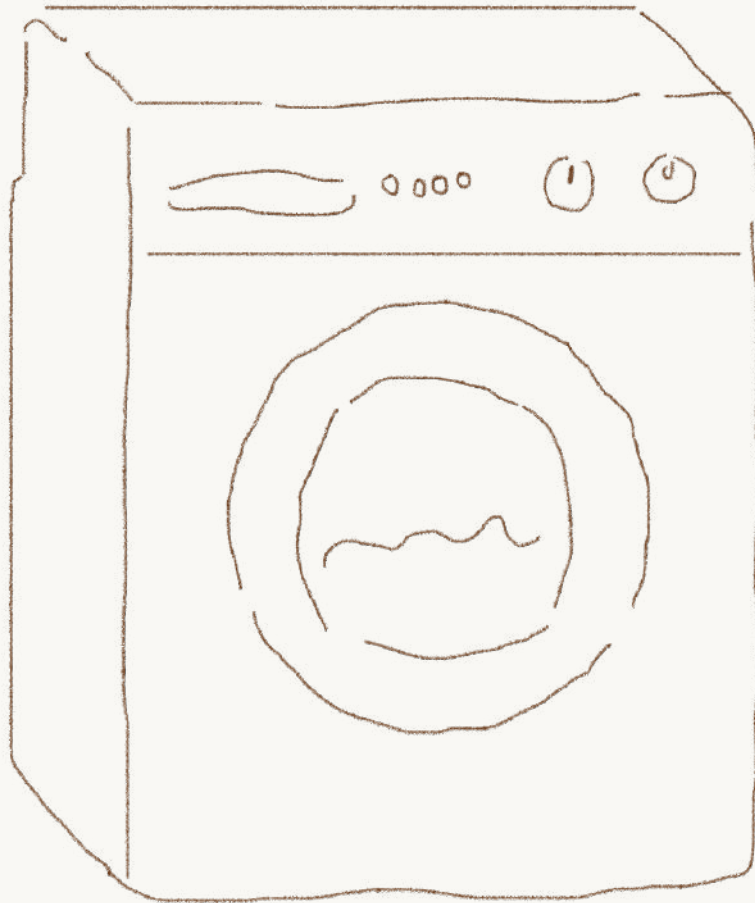
Small
loops.

Big
numbers.

How 80+ partner hotels are turning a slipper into something that keeps going, and going, and going.

Reuse

ONE PAIR. SEVEN CYCLES.
LESS WASTE.



67%

of hotels washing and reusing
slippers.

7×

The average number of wash-
and-reuse cycles per pair. Some
hotels reach 10 or more before
retirement.

Beyond the stay

40%

of slippers taken home
rather than used only once.



Reusable packaging

MESSAGE ON THE WALL

1 in 10

hotels now use a reusable
slipper holder instead of
single-use packaging.
No waste, looks good too.

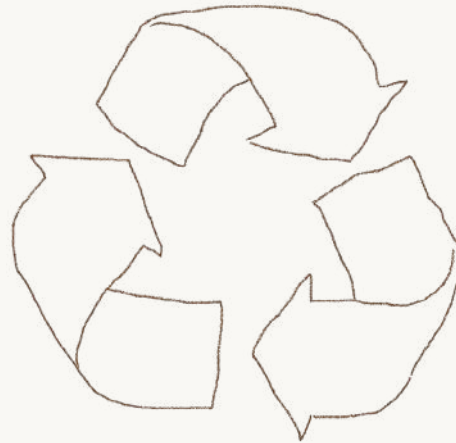


Recycling & downcycling

AFTER THE LOOP

33%

of hotels send collected slippers to be recycled into fuel through Kaaaita. The remaining pairs find second lives in more unexpected ways.



GOOD PRACTICES FROM THE HOTEL FLOOR

Hotel Bohinj, Slovenia

When a slipper can no longer be worn, it can still be admired.

Retired pairs are woven into a living green wall between reception and restaurant. Functional until the very end — just not in the way you'd expect.

Six Senses Rome, Italy

First a guest's. Then a neighbour's.

Worn slippers go to a local community in need. Others become Christmas decorations and anti-slip mats. Proof that a slipper's last job doesn't have to be landfill.

Art Deco Hotel Montana, Switzerland

The opt-in room. The best slipper is one that's actually used.

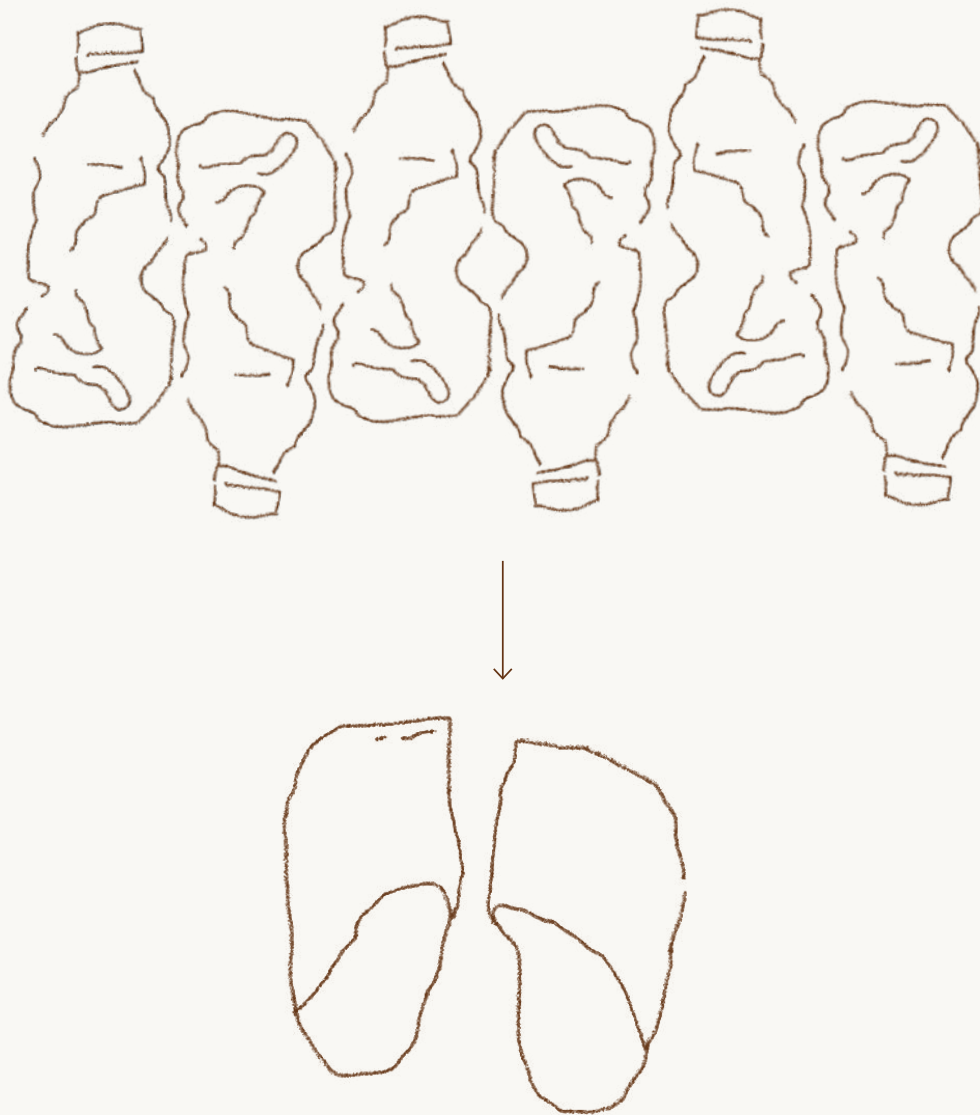
Some hotels let guests choose at booking whether they'd like slippers in the room. Fewer unused pairs. Less waste. Surprisingly simple.

Silena, Italy

They charge for slippers. Then give the money away.

100% of slipper sale proceeds go to sustainability projects. The guest gets a souvenir. The planet gets a donation. Win-win.

Recycled materials



6

plastic bottles
inside every pair of
RePett slippers.

239K

plastic bottles recycled in 2025.
Stacked one on top of another,
that's 8.13 Mount Everests.

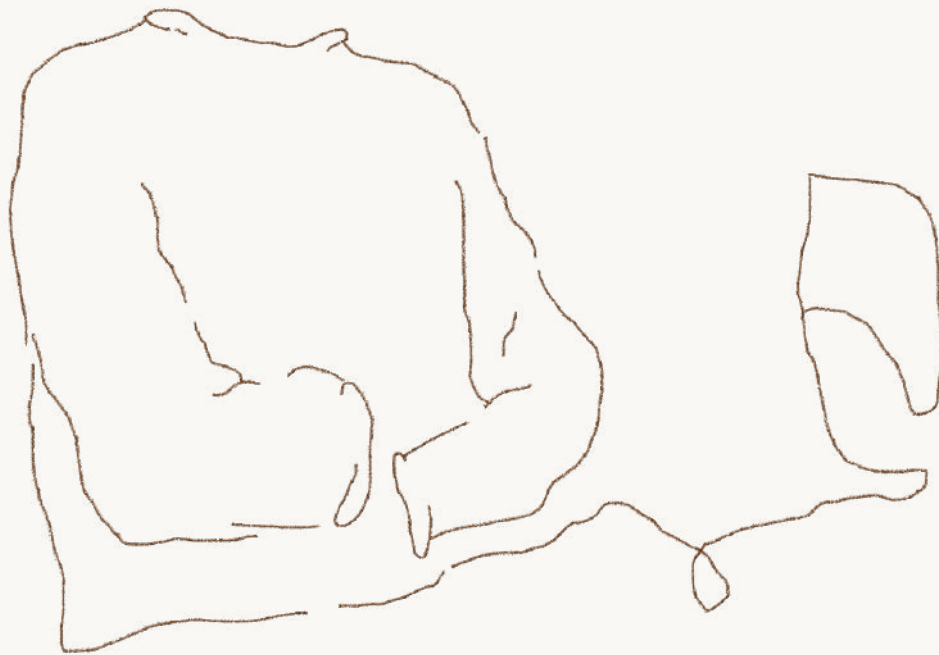
2.1M

plastic bottles recycled since
2015.
And that's 57 Mount Everests.

NEW IN 2025

A retired pullover walks into a hotel... And leaves as a slipper.

No joke. ReWooly is what happens when you look at a worn-out woollen pullover and see potential rather than simply waste. Each pair contains roughly one-third of a recycled pullover — the kind that has already lived a full life and simply needed a new purpose.



1/3

of a woollen pullover
inside every pair of
ReWooly slippers.

1,699

pullovers
recycled in the first year.

84,930

litres
of water saved. Recycled wool uses
way less water than virgin wool.

SUSTAINABLE FACTS ABOUT SLIPPERS

Small

things

go

a long way

A hotel slipper may seem like a small detail. But in hospitality, small details are repeated every day, in every room, in every stay. That is where waste begins — and where better ideas can begin too.

At Kaaita, slippers are designed to stay useful for longer: to be washed, worn again, taken home, returned, recycled or transformed into something new.

For hotels, this means less single-use waste and a clearer sustainability story. For guests, it means a small object that feels good, makes sense and does not have to disappear after checkout.

1. Ongoing use

DETAILS TELL GREAT STORIES

Kaaita slippers are not made for one night. They are made to be washed, worn again, taken home, kept. Many of our partner hotels encourage guests to do exactly that. Others wash and return them to the room. Either way, the story does not end at checkout.

Packaging carries a small note — either an invitation to Take Away or a quiet reminder that it has been washed and is ready to Reuse.

2. Reusable packaging

ONE HOLDER, MANY MORNINGS

The Kaaita Slippers Holder replaces the paper band when slippers are washed and reused. No need to wrap every freshly washed pair again.

It gives slippers a proper place in the room. And yes, it looks good on the wall too.

3. Considered materials

THREE UNLIKELY ORIGINS

Kaaita slippers are made from carefully selected felt materials, many with a previous life. **Plastic bottles** become felt. **Worn-out woollen** pullovers become slippers. **Natural wool** becomes a soft and durable hotel object.

From the beginning, this was the idea: to give existing materials a new chance instead of always starting from scratch.

Undyed options are especially close to us. They reduce water use and keep the natural colour of the fibres visible. The soft mélange effect is not just a colour. It is proof that the material has already lived before.

4. Certified

GOOD INSIDE

A slipper can look simple from the outside. But the inside matters too.

Kaaita recycled felts are **GRS certified**. Wool felt is made from **mulesing-free wool** under the **Responsible Wool Standard**. All materials follow **4sustainability® protocols**, which help monitor textile production behind the scenes: chemicals, resources, traceability and supply-chain practices.

For hotels, it makes the conversation easier. For guests, it means the good feeling comes with proof.

5. Creative reuse

NOTHING LEFT BEHIND

Cutting slippers creates leftovers. Around 30% of felt remains after production. At Kaaita, those cut-offs are not treated as waste but as a creative outlet. Some become coasters, table mats and key chains. Some have already been recycled back into new felt. The result is a strong material with tiny speckles that give it its own character.

What is left over becomes part of the next idea.

6. Radically local

MADE CLOSE ENOUGH TO VISIT

Every Kaaita slipper is designed, sewn and packed in the studio and boutique manufacturing space in Ljubljana, Slovenia.

The materials are made in Italy, which keeps the whole process within a radius of about 400 kilometres.

Producing close to home gives Kaaita more control over quality, details and innovation. It also keeps craft visible — not as something nostalgic, but as a living part of contemporary hotel design. Every stitch, every test, every small improvement happens close enough to be seen, touched and discussed.

7. Circularity

THE RETURN TRIP

Even a long-lasting slipper eventually reaches the end of its use. When that happens, Kaaita makes sure it does not simply disappear. Worn-out slippers are currently transformed into fuel, while new possibilities are being explored — from acoustic panels to insulation.

The Positivity Box is part of this system. It delivers slippers to hotels and can travel back filled with worn-out pairs. Once it returns, Kaaita takes care of what comes next.

A BREAKFAST THAT TELLS A STORY.

Small-batch granola from Slovenia, made for hotel mornings worth remembering.



The flavours of a destination stay with you long after the journey is over.

At Fruštek, familiar flavours, classic desserts and food traditions become granola with character.

With potica, štrudl, gibanica and ajdovi žganci, we offer a playful take on Slovenian culinary heritage. Rooted in tradition, but made for a completely different kind of breakfast.

After all, it's the details that guests remember.

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Hotel stories

EVERYBODY IS WELCOME

*Mama thresl on openness, nature
and relaxed hospitality.*

TIME WELL SPENT

*Art Deco Hotel Montana on
atmosphere, views and detail.*

WHERE NOTHING IS SMALL

*Hotel APRIL1550 on care, craft
and intention.*

NICE VIEWS HELP. WARM WELCOMES MATTER MORE.

*What modern hospitality
really needs.*



IN CONVERSATION WITH MAMA THRESL

Everybody

is

welcome

Some places take a moment to let you in.
At mama thresl, Florian has spent eleven
years making sure that never happens.



The mama thresl team, with Florian in the middle.



Florian does not call himself a hotel director. He prefers an old Austrian word — Wirt — that translates, imprecisely, as innkeeper, or host, or simply the person who makes a house feel like a home. It is a small distinction, but it says a great deal.

"The title hotel director never felt right. A Wirt wants to be with his guests, with his team. It's an old word. It got a bit lost. But that's what I want to be."

KEY DETAILS

The hotel:
mama thresl

The host:
Florian Köhler, manager

The location:
Leogang, Austria

www.mama-thresl.com

In summer, Florian takes guests on small hikes into the mountains above Leogang. In winter, ski tours. "You give information and recommendations, yes. But when we actually do things together — I think that becomes something really special."

Mama thresl opened in 2014, the vision of owners Renate and Huvi — a city hotel's energy and openness brought into the mountains above Leogang, conceived as an open house rather than a closed hotel world. At its heart is what Florian calls the living room: not a space reserved for overnight guests, but one where locals, day visitors and travellers meet. A guest once described it as "a restaurant with hotel beds." Florian thinks that describes it quite well.





“Be yourself. Show your character. Don’t fake it. The worst thing is when everybody is the same.”

Everybody is welcome is a simple phrase, but it carries the whole philosophy of the place. It means not only that guests are warmly received, but also that the house is open to the region around it. Hospitality, in this version, is not something guarded and closed, it is something shared.

“In Leogang, everybody works very closely together, and everybody knows that it is good when there is a new restaurant, it is good when there are more guests coming — it is good for everybody.”

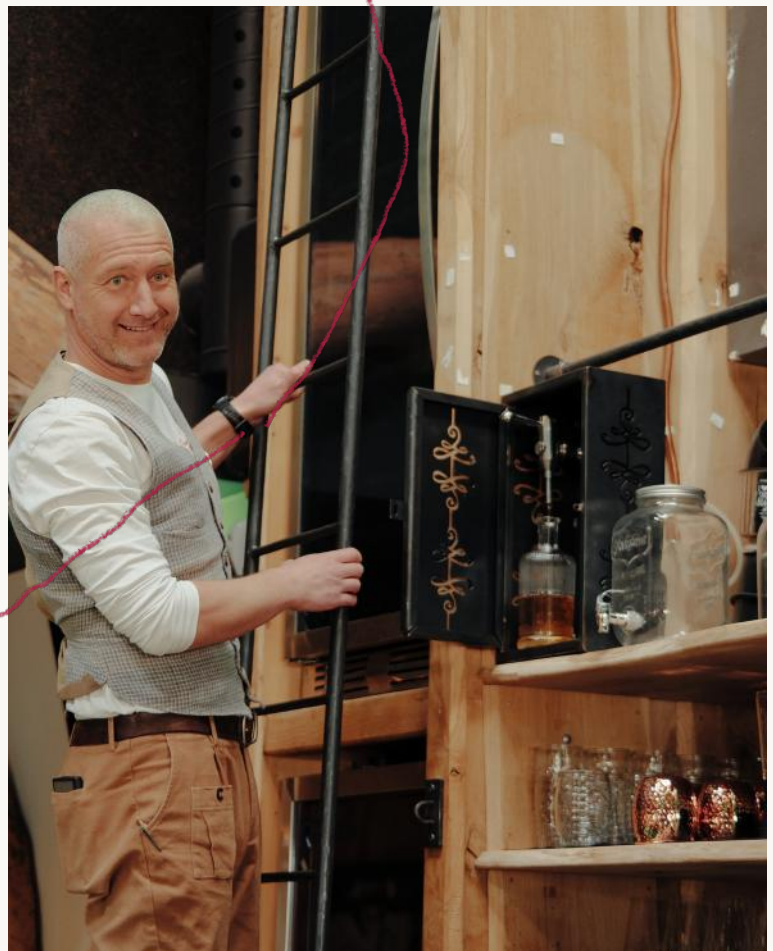
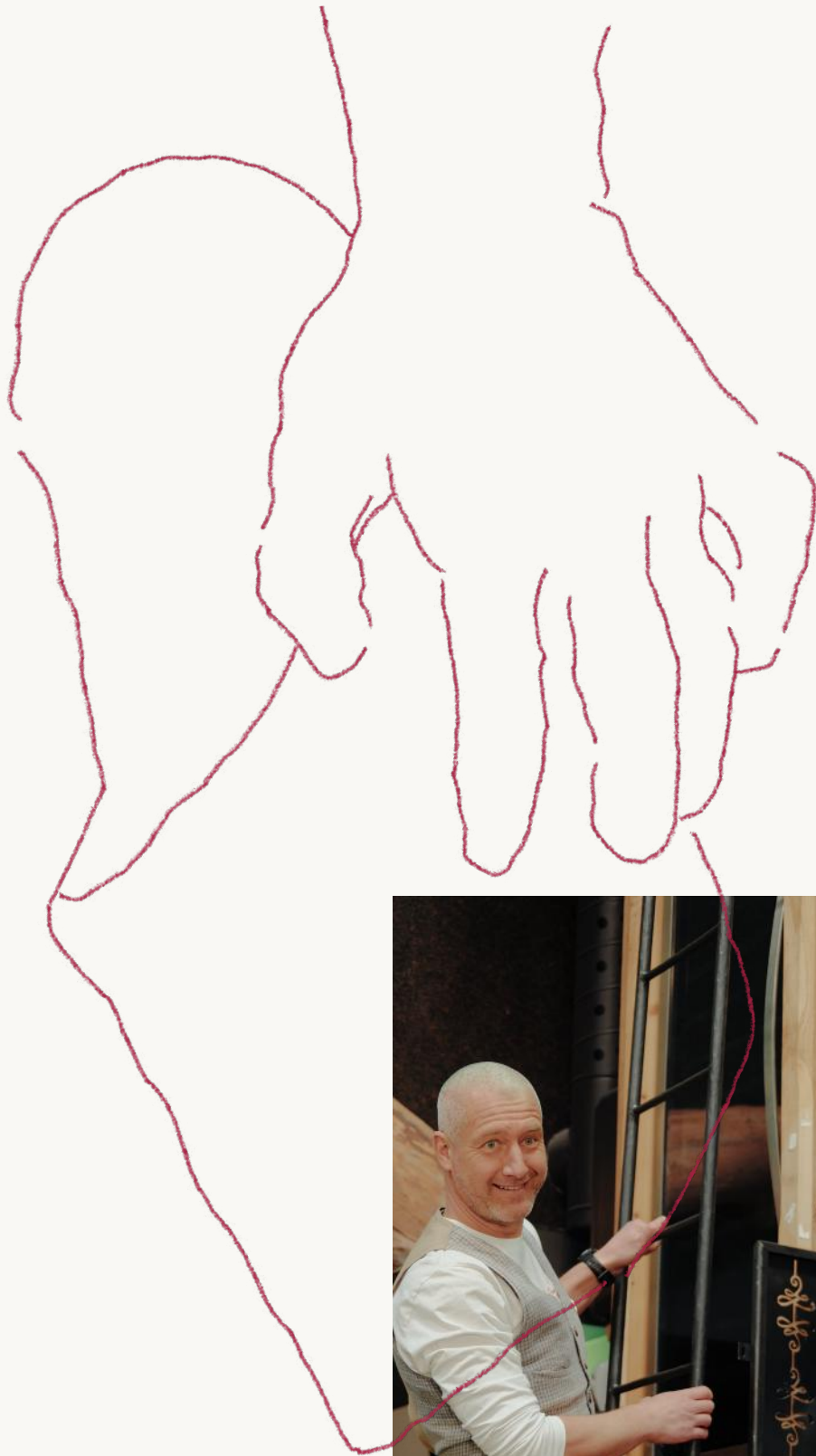
The region has no shortage of polished Alpine hotels, and mama thresl could be admired for all the obvious reasons: the wood, the warm rooms, the pine, the atmosphere. Florian does not dismiss any of that. But he is very clear that these things alone do not explain why guests come back.

Guests remember the big things — the living room, the landscape, the sense of movement. But they also remember something quieter: a smell. The pine wood is eleven years into its slow deepening. In winter, when the heating rises, its notes intensify. Guests write to say they remember it long after leaving.

“I never thought I would be here for eleven years when I came,” he says. Outside, the Birnhorn is just visible through the cloud. “But yes.”

“At the end, it’s the software. It’s us. It’s the team. We have to be there. We have to improve. We have to really be motivated every day.”





Favourite objects

WHO'S AFRAID OF THE FOX

With Loigom Gin, Florian did not want to make just another gin. Instead, he wanted a gin rooted in the Leogang region itself. Loigom is an old word for the people of the region, while the fox is a local symbol, part legend, part pride, tied to a story about a fox and the village's farmers that the valley never quite forgot.



BORN IN JAMAICA, FINISHED IN LEOGANG

The rum comes from Jamaica but is given a local finish at mama thresl, where it is matured in custom Austrian barrels made for the house. One stands above the bar, ready to be tapped; another is ageing towards a future extra-aged edition.

Favourite corners

OUTSIDE, ALWAYS

The mountains are not decoration. The trails and the landscape outside set the rhythm of the whole place — more reliably than any schedule indoors.



THE LIVING ROOM

Breakfast happens here, so do check-in, dinner, and the last drink of the evening. It is less a lobby than a kitchen table that got out of hand.



THE GARAGE

Not beautiful, true. But the bikes are in there, the tools, the fridges — everything that keeps the house running. If you want to understand how mama thresl actually works, start here.

Fact sheet
SLIPPERS BEST
PRACTICE

Material
Pure non-slip slippers,
made from recycled
woollen pullovers

Personalisation
Custom paper band

Placement
In the wardrobe,
alongside the bathrobe

Communication
On the paper band,
breakfast paper mat,
website and social
channels

Community
Employees and guests
can contribute worn-out
woollen pullovers for
new ReWooly slippers

Reuse
Guests are encouraged
to take them home

IN CONVERSATION WITH
ART DECO MONTANA

Time

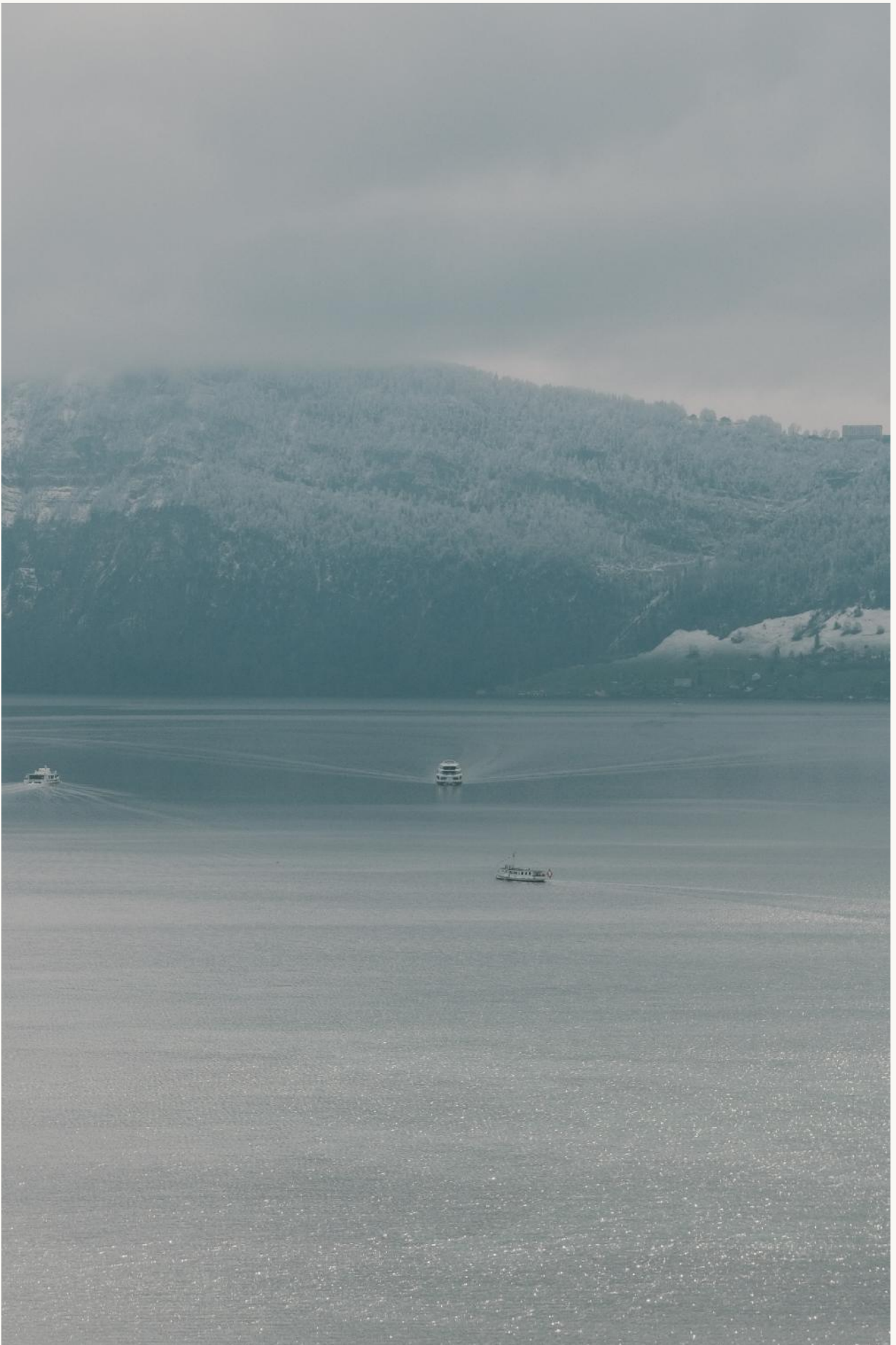
well

spent

Most hotels sell comfort. Art Deco Hotel
Montana Lucerne sells something harder
to replace.



Jana, on the left, showing the view from the Beach Club to Sara and Alenka.



Opened in 1910, Hotel Montana sits above Lucerne the way a good idea sits above the average one — slightly out of reach. To get there, you take the funicular, the shortest in Europe. One minute between the old town and a terrace where palm trees grow at the foot of the Alps and the lake stretches out below.

Jana has been here for twenty years. And when you ask her what hospitality is, she doesn't reach for the usual words.

KEY DETAILS

The hotel:
Art Deco Hotel Montana

The host:
*Jana Pürzel, Head of
Rooms Division and Vice
Manager*

The place:
Lucerne, Switzerland

www.hotel-montana.ch

"Time is the greatest luxury there is. And people are spending their most valuable time here — their free time. So if they choose to spend it in a hotel, they should remember it years later."

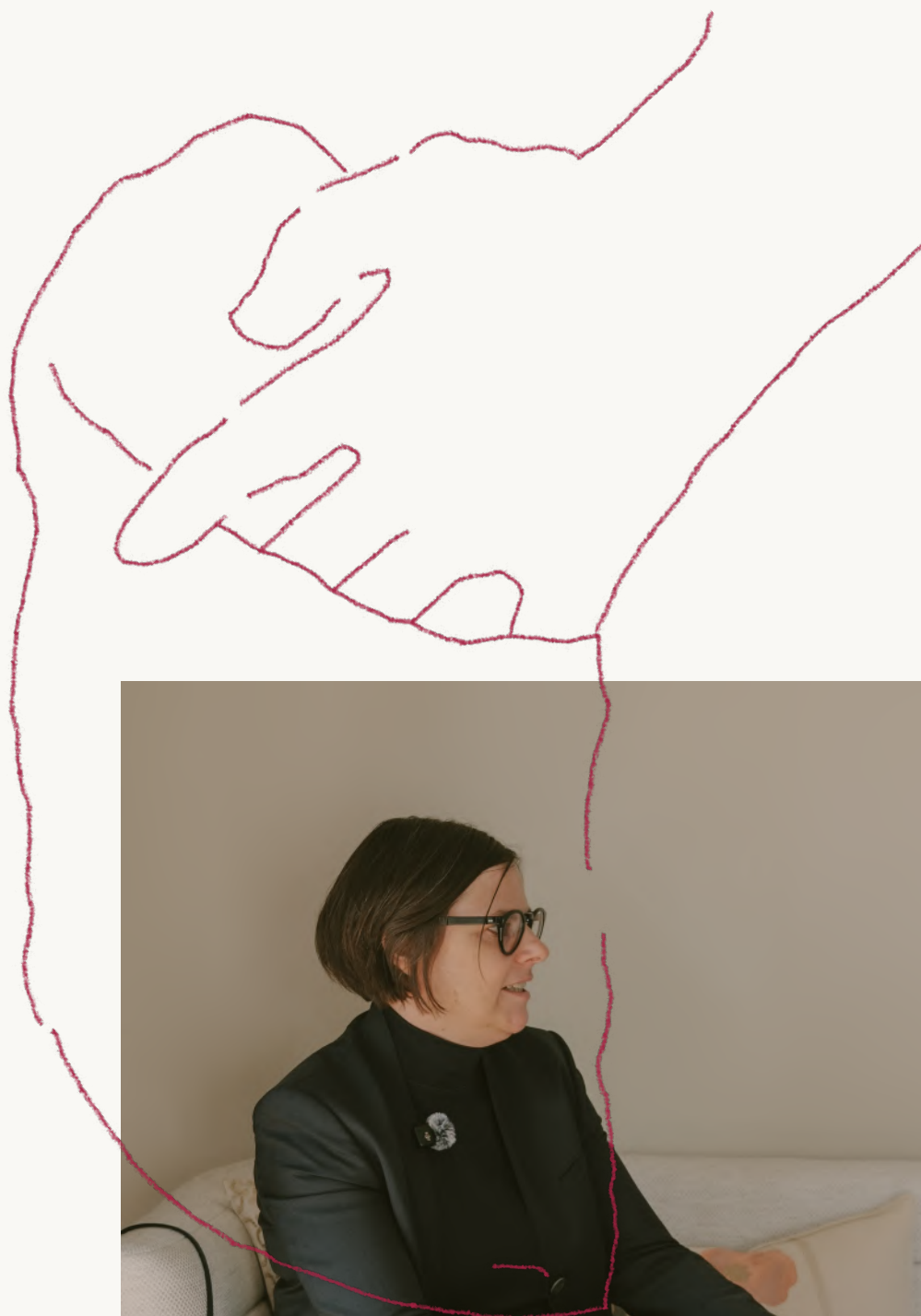
That is the ambition, not a smooth check-in or a well-stocked minibar, but a memory.

Lucerne has no shortage of grand hotels. The Palace is down the hill. The Schweizerhof is around the corner. Guests who come here can afford either, and they know the difference between a good room and a great one. What they cannot so easily name but feel the moment they walk in is something else entirely.

"The difference is you, as a person. How you write an email when the first request comes. Or how you say welcome when guests enter the hotel."

A staff member behind the desk, scrolling on their phone, can ruin everything. And the opposite — someone who remembers you, who says welcome back — that, Jana says, is wow.

"We are working in a people business. People for people."



New hires are interviewed not only by management, but also by the team they would join. And every new member of staff spends a night at Montana as a guest. They sleep in the room, they have dinner in the restaurant. You cannot manufacture empathy by describing a guest's experience, you cultivate it by living it. And the living starts the moment you check in.

The room key you get is heavy, modelled on a traditional Swiss house key, with the M for Montana. When guests leave, they hand it to the desk. They stop. A brief exchange happens — not a transaction, but a pause with a person. That pause, Jana would tell you, is not incidental. It is engineered. It is the whole point.

Over time, these decisions accumulate. A greeting in the hallway, the heavy key, someone, somewhere in the building, remembers your name.

A moment of attention that isn't rushed or automated. Individually, yes, they are small. Together, they form the atmosphere of a place.

Jana says a guest once wrote: we feel like a friend in someone's home.

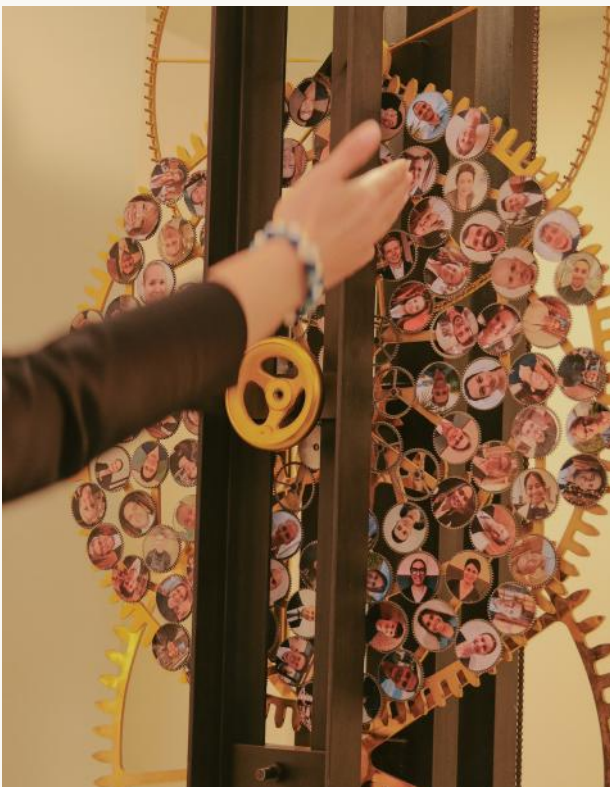
*"It's just a small thing.
But it takes time."*



Favourite objects

THE CLOCK THAT SHOWS FACES, NOT HOURS

At Hotel Montana, the clock behind the reception doesn't tell you the time; it tells you who is looking after you — not only management, but trainees, housekeeping, the people guests don't always see. It is a small gesture that shifts the atmosphere. You are not a guest in an institution, you are a guest of people.





A LITTLE BIT OF DIALECT GOES A LONG WAY

Pfuuse is the Lucerne dialect word for sleep, and it is what the door hanger says when you want the world to wait. A guest who learns one word of the local language without being asked to has been, quietly, well hosted.

A SHOE HORN MADE FIVE KILOMETRES AWAY

Made of Swiss wood and hand-finished, the shoe-horn in the room comes from a workshop five kilometres from the hotel, run by an organisation employing people with disabilities. Sustainability, here, is not only environmental. It is also social.







Favourite corners

THE TERRACE UNDER THE BLUE NEON SIGN

In the evening, the Montana sign lights up in blue above the hotel. From the terrace of the Spa suite, it feels a little like a Hollywood sign.



THE BEACH CLUB

A terrace with palms, sunset views, and the Alps in the background. Unexpected, slightly playful, and very Montana.



THE KITCHEN CLUB

A place where guests sit close to the kitchen, watch the chefs at work, or join a cooking class.

THE DESK

Jana's desk sits right behind reception, in the middle of the hotel's daily rhythm. From there, she sees arrivals, conversations, ideas — and how the place really works.

Fact sheet
SLIPPERS BEST
PRACTICE

Material
Pure non-slip slippers,
made from recycled
plastic bottles

Personalisation
Personalised paper band
and Slippers Holder

Packaging
Paper bands and, in
selected rooms, Slippers
Holders

In-room setup
Available in selected
rooms, displayed in a
customised holder, or
available on request via
the in-room tablet

Communication
Sustainability explained
on the holder, paper
band and LinkedIn

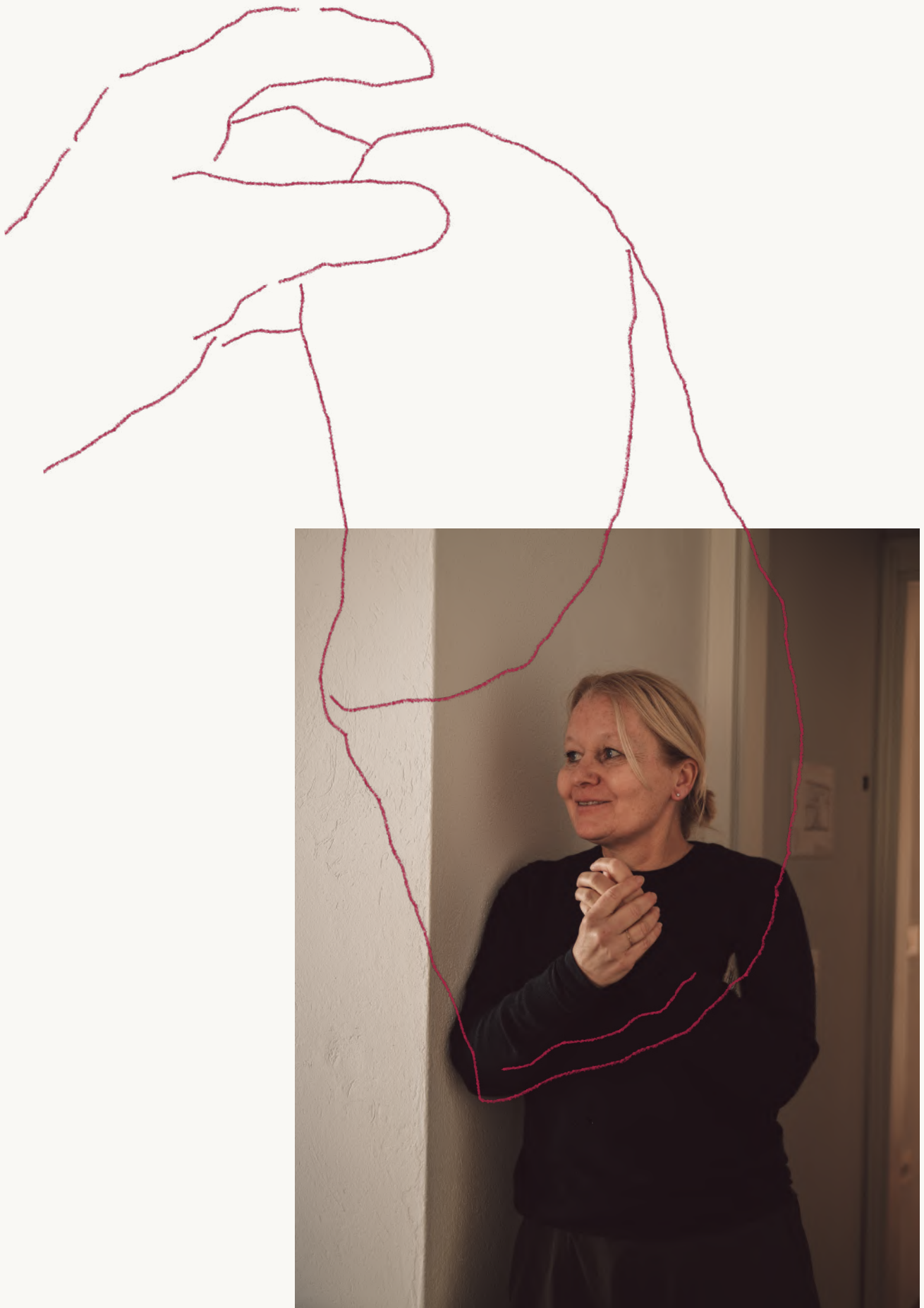
Reuse model
Washed and reused

Impact
More than 10 washing
cycles per pair









Nataša at APRIL1550

IN CONVERSATION WITH APRIL1550

Where
nothing

is

small

At APRIL1550, Nataša keeps a hotel the way one keeps a home — with care, memory, and the quiet conviction that small things matter most.

In the old town of Ljubljana, in the part of the city where locals slip between favourite hidden places and the steep path up to the castle, you wouldn't spot APRIL1550 right away. And that is part of its charm: the slow unfolding.

The space opens unexpectedly — soft light, stone underfoot, and further in, a courtyard: enclosed, quiet, almost hidden, with small metal tables catching the sun. The building has been here since 1550. It held craftsmen who worked, adjusted, added, repaired. You can still see that logic in the structure: exposed brick, uneven stone, ceilings that shift slightly from room to room. Nothing is flattened into perfection.

For Nataša, who rebuilt the house over eight years, a hotel was never meant to be a system. Not a desk. Not a protocol. Nothing overly formal. Which is perhaps unexpected, given that she spent years at the Constitutional Court — one of the most structured environments imaginable.

It's not the most obvious path into hospitality. But perhaps that's exactly why this place feels the way it does: built by someone who understands what it means to pay attention.

There is always something small happening. Books left open, a chair turned just so toward the light. A communal table that gathers people who didn't arrive together but end up sitting longer than planned.

KEY DETAILS

The hotel:
APRIL1550

The host:
Nataša Skubic, owner

The location:
Ljubljana, Slovenia

www.april1550.com

"A hotel is, in its essence, a simple thing. People arrive, they sleep, they have breakfast, and they leave. But for me, it's always been about the things you don't necessarily notice — but you feel if they're missing."





The winemakers bring bottles personally, sit for a while, talk about nothing consequential. "We chat a bit," Nataša says. "We save the world, and then they go." She loves that. The idea that this place exists within a living network of people who care about what they make — and who trust her to understand it.

"Hospitality is, first of all, about creating a place where everyone feels comfortable and welcome. A fancy lamp means nothing to me if someone doesn't dare sit down because they don't feel dressed up enough, or they're not sure if they belong here."



There was a time when Nataša travelled a great deal. Now something has shifted. She feels it clearly. The world arrives here, and she can choose how to receive it. From Prekmurje, where her cousin still has a farm and things that were once left in barns and yards — old benches, old cloth, old tools — have begun to matter again. "No one valued them," she says. "My mother loved them and started collecting them, and she shared a lot with me."

A bunch of immortelle, her grandmother's linen, worn soft by decades. Books everywhere, left open, stacked, moved around — as if someone has just stepped away and might come back at any moment. Something always on the table: coffee, a slice of potica.

Nothing here is trying to impress. But everything has been considered.

*"It's not about big things.
It's about small things
being right."*

Favourite objects



GRANDMOTHER'S LINEN

The linen, now sewn into pillow covers, once belonged to her grandmother, who used it to store grain. When her grandmother died, her mother kept them for a while, then passed them on. Now they are here, washed weekly, worn soft by the years. "That old linen, that has survived through everything — you can't replace it."



THE PONK FROM PREKMURJE

A heavy wooden bench, rescued from a field where it had been left out in the rain. Every spring, before the season opens, Nataša's father, who is in his eighties, comes and he sands it, cleans it, oils it, brings it back. It takes him a long time. He asks, every year: when can I come? "It isn't just a beautiful object," she says. "It's something more." The love that is in it.

Favourite corners

THE KITCHEN THAT OPENS INTO THE DINING SPACE

“The kitchen is a kind of heart. Someone is always here — making coffee, preparing breakfast, moving quietly through the day.”



THE INNER COURTYARD

Stone walls, shade, a tree, a few tables. Guests come down with books, sit for coffee, follow the sun or shade, then drift back upstairs.



THE COMMUNAL TABLE

The table where the house quietly brings everyone together.

Fact sheet
SLIPPERS BEST
PRACTICE

Material
Pure slippers, made
from recycled plastic
bottles

Personalisation
Embroidered logo

Packaging
Kaaïta Slippers holder

In-room setup
Slippers holder mounted
on the wall, free of charge

Communication
Sustainability explained
on the holder and via
an in-room card

Reuse model
Guests are encouraged
to take the slippers
home.
Pairs left behind are
washed and reused.
At the end of their life-
cycle, they are passed
on for home use.

OTHER SOFT OBJECTS
IN USE

Coasters | Laundry Bag
| Storage Bag | Lavender
Bag | Cushions | Wall
Art | Tote Bags | Door
Hangers



NOTES ON HOSPITALITY

Nice
views help.

Warm
welcomes

matter more.

Conversations and observations from
people shaping thoughtful places.
*Notes from Alenka Repič, founder & creative
director of Kaaita.*

Over the past months, I talked to hoteliers, wandered through lobbies, read reports and listened to stories. But, to be honest, I have been thinking about these things for much longer.

Ever since I started Kaaita, I have been interested in the smallest details of hospitality. The things that are easy to overlook. The objects that wait quietly in a room. The materials people touch without thinking. The gestures that may seem practical, but somehow carry the whole feeling of a place.

At Kaaita, we spend a lot of time thinking about one very small object in a hotel room: slippers. But perhaps that is exactly why we notice the bigger picture. The smallest details often reveal the most about a place: what it cares about, what it pays attention to, and how it wants people to feel.

And the more I listened, the more I realised that what stayed with me was rarely just about hotels. It was about something older and more essential: what it feels like to be taken care of. To arrive somewhere and sense, without anyone saying so, that you were expected.

Hospitality, at its best, is perhaps one of the most honest things humans do for each other. This is a short list of what I believe we all come back for.

Human first

YOU HAD ME AT HELLO

There's a moment, usually within the first thirty seconds, when you know. Not whether the room is nice or the breakfast worth getting up for, but whether the person behind the desk is actually glad you're there.

I always notice this. Maybe because I travel a lot for work. Maybe because I spend so much time thinking about how guests move through a room, what they touch, what they remember. But welcome is never abstract. It happens in a look, a pause, a name remembered, a glass placed in front of you before you have to ask.

I like technology when it does its work quietly in the background. When it removes friction without removing people. But what we talk about later is almost never the app, the keyless entry or the perfect check-in flow.

It is the person who sensed the mood before it had to be explained.

Imperfections welcome

LEAVE ROOM FOR SPONTANEITY

I have never been very interested in “perfect” places. Because perfection alone rarely makes a stay memorable. More often, it is the small moment that almost goes wrong — and then does not.

A coffee arrives by mistake and is replaced with a smile. A conversation starts where a script would have ended. Someone from the team shows a little personality, not because it's in the brand manual, but because they're actually there.

I think guests feel this immediately. We all do. We know when someone is performing hospitality and when they are really hosting.

The more polished the world becomes, the more I appreciate places that leave a little room for life.

With character

SOMEWHERE, NOT ANYWHERE

The most memorable hotels aren't the ones trying hardest to please everyone. They tend to have a point of view instead, or a personality, or sometimes even a certain stubbornness.

They are shaped by people who believe in something: a place, a material, a way of hosting, a slower breakfast, a local ceramic studio, a particular atmosphere they want guests to feel when they walk through the door.

I am increasingly drawn to hotels that feel rooted somewhere specific rather than designed to look good everywhere. A blanket woven nearby.

A book from the hotel library. A handmade object carrying traces of the person who made it.

Instead of designing around trends or expectations, the most interesting hotels design from conviction. Somehow, that is exactly what makes them feel personal.

The business of feelings

HOW DOES IT MAKE YOU FEEL?

When I walk into a hotel room, I notice the small things first. The light, the smell, the texture of the blanket, the cup by the bed. The way the room has been prepared. And yes, of course, the slippers.

These details tell me a lot. Has someone thought about every little detail? Is this a thoughtful place? Warm? Generous? Does it want me to slow down? Does it want me to feel something?

I believe the best hotels understand this. Atmosphere is not created by one big gesture, but by many small decisions. A softer material. A calmer light. A better object. A detail that makes you feel a little more taken care of.

Maybe that is where luxury is moving. Away from showing off, and closer to something more emotional: calm, ease, belonging.

The details may seem small, but they stay with us.

Community builders

MUCH MORE THAN A PLACE TO SLEEP

Some hotels feel like more than hotels.

You walk in and there is already life happening. Someone local is having coffee at the bar. Guests are sitting together at a long table. There is a small exhibition on the wall, a cooking class in the evening, a book you want to pick up, a conversation you did not plan.

I love places like that.

Not every hotel needs to become a cultural centre. Sometimes you just want a quiet room and a good bed. I do too. But there is something special about hotels that open themselves to the people around them.

They support local makers. They give neighbours a reason to come in. They make it easier for guests and locals to meet without making it feel like an event.

That kind of hospitality stays with me. It makes a place feel more alive. More generous. More connected to the city around it.

A good hotel does not only host guests, it can also change the feeling of a neighbourhood.

Guilt-free indulgence

THE END OF THE EITHER/OR

I never liked the idea that pleasure should come with a small feeling of guilt.

That if something feels beautiful, soft or indulgent, there must be a hidden compromise somewhere. A material we should not ask too much about. A production story we would rather not know. A little discomfort behind the comfort.

I think guests feel this too.

They do not want to choose between enjoying themselves and doing the right thing. Especially not in a hotel, where the whole point is to feel taken care of.

This question is very close to how I think about Kaaïta. I want our slippers to feel good first. Soft, warm, beautiful, easy to love. And then, when someone looks closer, I want the story behind them to feel just as good.

For me, the most meaningful luxury today is simple: knowing that what feels good can also do good.

Quiet sustainability

BETTER CHOICES SHOULD SIMPLY FEEL BETTER

People still care deeply, but I also think many are tired of being lectured. Especially in a hotel. A hotel stay shouldn't be a lesson, it's a moment of rest, pleasure, escape, care.

So sustainability cannot only be a message on a card. It has to be built into the experience. This is something we think about all the time at Kaaia. What happens if the more responsible choice is also the nicer one? Softer in the hand. Warmer underfoot. Better looking in the room. Easier to keep, reuse or take home.

The most convincing sustainable ideas are often the quietest ones. A reusable product that feels better than a disposable one. A material that lasts. A system that makes sense without needing a long explanation.

I like sustainability when it feels intelligent, not moralising. When it is already inside the object, not added as a speech around it.

Art, craft & the irreplaceable

THE HANDMADE EFFECT

Earlier this year, I stayed in a room with a small print on the wall. Small, slightly uneven, made by an artist who lives forty minutes away. I took a photo of it before checking out — not to post it, just to remember it.

Maybe because so much of life now feels smooth, fast and digital. Maybe because handmade things remind us that someone was there before us. Someone chose the material, made the mark, finished the edge, cared enough to leave a trace. That matters in hospitality.

Not everything needs to be artisanal. Not every object needs a long story. But people can feel when something has been made with attention.

This is also why I still believe in making, in materials, in small decisions that take longer than they probably should.

Personalisation

MAKE IT PERSONAL

Personalisation is often misunderstood. Here is the thing: it's not only about adding initials. For me, personalisation becomes interesting when it feels like it belongs to the hotel, to the room, to the mood, to the way someone wants to make you feel.

Personalisation is becoming less about customisation and more about context.

Remembering a preference, tailoring a service or adding initials to an object still has its place. But thoughtful hospitality goes further. It makes details feel intentional, connected to the atmosphere of the hotel rather than added as proof of attention.

A pair of slippers embroidered with initials can easily be just another personalised object. In the right setting, the same pair can carry a larger story: about craft, material choices, local production, sustainability, or the feeling of slowing down and settling in.

The best personalisation does not shout: we know you. It quietly says, you belong here.

The great exhale

SLOW DOWN AND TAKE A DEEP BREATH

People are tired. We are overwhelmed in the way that accumulates when everything is fast and everything is always on.

Of course, people still want beauty, comfort, good food, a beautiful view. But maybe more than anything, we need spaces that allow the nervous system to settle: softer rhythms, warm lighting, calm atmospheres.

Perhaps guests are no longer searching only for escape, perhaps they are searching for places that help them feel calmer, more present, and slightly more human than before they arrived.

Sometimes luxury is not about adding more, but simply about finally being able to exhale.

OUR FOUNTAIN OF IDEAS AND INSIGHTS

Our partner hoteliers

A Passion Thing Magazine — Special Issue: Passion for Fine Hospitality

People, Places, Spaces — The Future Guest Report

Directions Magazine by Design Hotels

Further by Design Hotels

The Stanza Media

SMACK Hospitality

The Future Laboratory

Slowdown Hotels

*Thank you to every hotelier
who opened their door. And
to every reader who finds,
in the places they choose,
something worth paying
attention to.*



Alenka in conversation with Florian, manager of mama thresl



Alenka in conversation with Nataša, owner of APRIL1550



Alenka in conversation with Jana, Head of Rooms Division and Vice Manager at Art Deco Hotel Montana

SITAULA

SIMPLY DELICIOUS

When a good soup makes a great impression.

The brand of natural freeze-dried soups brings home-made taste, a full-body comforting flavour and a local story to tourist accommodations. Sita Ula is pioneering a new path for high-end, premium soups with carefully selected local vegetable ingredients. It sets a new standard for what freeze-dried food can taste like. Boutique charm can be in small gestures.

A cup of warm soup that we can easily make just when we need it is a healthy solution for any guest.

Boutique hotels and other thoughtful accommodations understand that a guest needs the feeling that someone has thought of them in all situations. Take, for instance, a guest arriving very late, or a hungry family returning to their apartment after a full day of exploring the destination, a hiker, cyclist, or skier returning after an active day; at that moment, a cup of warm soup means everything.

In these circumstances, Sita Ula can be one of those small yet surprisingly effective details.

The soup can be waiting next to the kettle, in a self-service corner, at the reception for late arrivals, or in a small hotel shop. It fits naturally into glamping sites, holiday homes, and accommodations catering to active guests. Preparation requires only hot water and few minutes.



The Jarina Cooperative has been connecting Slovenian producers with people who care about what's on their plate for more than 20 years. The driving force behind its success story is its director Aleksandra Koprivnikar. She developed the **Sita Ula brand** together with her daughter Andreja. The product was an instant hit for busy professionals, travellers, outdoor adventurers, and families who appreciate 100% natural quality and good flavour, free of preservatives, artificial flavours, and flavour enhancers. **Simply delicious!**

JARINA

GOOD SOUP. MADE SIMPLE.

Natural ingredients.
Hot water. A few minutes.

www.sitaula.si

info@sitaula.si

[@sita_ula_](https://www.instagram.com/sita_ula_)

[@sitaula.si](https://www.facebook.com/sitaula.si)



100 % natural



no added flavours
or preservatives



ready in
3 minutes



Get to know the slippers

THE FABULOUS SECOND LIFE OF A WOOLLEN PULLOVER

*A field report on how old wool
becomes a new slipper.*

PLEASE, DO TOUCH!

A closer look at felt.

ONE SLIPPER. THREE MOODS.

Different ways to shape comfort.

SO EASY TO CARE FOR

*How to wash, reuse and extend
a slipper's life.*

SEND THEM BACK. WE'VE GOT BIG PLANS FOR THEM.

How a big box closes the loop.

OUTSIDE THE STANDARD PAIR

*Custom projects, workshops and
special hotel projects.*

WHERE IT ALL COMES TOGETHER

Inside the studio in Ljubljana.

REWOOLY REPORTAGE

The fabulous second life of a woollen pullover

How worn-out woollen pullovers travel from a Tuscan mill to your favourite hotel room.



In Prato, old woollen pullovers arrive by the tonne. They come in bags, bales and towers of colour — stretched, worn, loved, forgotten. Prato has been processing used textiles since the 19th century. The city, an hour by train from Florence, built itself around this trade. What many now call circular production has been here everyday practice for generations.



THE GREAT UNAMADE

The huge hall at Goritex, a family-owned company in Prato that has been part of the local textile recycling tradition since the 1960s, feels almost unreal. Towers of clothing rise in every direction — some still a mix of darks, blues and reds, others already sorted into single quiet shades. Workers sit in what the trade calls the pillow position: on the floor, garments arranged in a circle around them, hands moving with the ease of people who have done this their whole lives.



Each piece is assessed by touch, sight, sound.
The way a fabric tears can tell you what it is made of.

After sorting, the material is wetted and fed through a mechanical process that separates the fibres. A sleeve is no longer a sleeve. A woollen pullover is no longer a woollen pullover. What remains is a soft, fibrous mass, close to raw material again.





Not every pullover can begin this second life. Knitted pullovers need to contain at least 80% wool. A single colour is ideal; complex patterns make sorting and colour consistency harder.

WHY RECYCLED WOOL NEEDS A BIT OF HELP

Recycling breaks long wool fibres into shorter ones. Virgin wool is naturally long and elastic; regenerated wool is shorter and more fragile. At Bigagli, a family business founded in 1973 and deeply embedded in the Prato district, longer fibres are blended in to give the material the stability it needs.

THE COLOUR THAT'S ALREADY THERE

The felt skips the dyeing process. Fibres are separated by shade before they are transformed, reducing water consumption and allowing the material to carry its colour from what it once was. Water use is reduced further by replacing traditional wet-felting with carding and needle punching — giving the material its compact, dense structure without additional resources.



IMPERFECTIONS ARE JUST PERFECT

A slightly lighter fibre, a tiny thread of another colour, a surface that does not look completely uniform. At first glance these details might seem like mistakes. Once you know how the material is made, they become the most honest part of it. This is ReWooly felt: made from woollen garments that were worn, washed, kept, and eventually let go. It carries that history in its surface.





FROM WOOLLEN PULLOVER TO SLIPPER

From Italy, the felt travels to Kaaita studio in Ljubljana, where it is sewn into ReWooly slippers. This is the journey: a worn-out woollen pullover becomes fibre, fibre becomes felt, felt becomes an object placed in a room.

A guest steps into them before breakfast. Slides across the floor. Sometimes packs them into a suitcase at the end of the stay. Not a bad beginning for a pullover's second life.

THE HOTEL THAT KEPT THE STORY GOING

Mama thresl, a hotel in the Austrian Tyrol, has been offering guests felt slippers since 2014. First they were made from recycled plastic bottles. In 2025, the hotel started offering ReWooly, a new version, made from recycled woollen pullovers.

From the beginning, mama thresl treated the slippers as something guests could take home, like a souvenir. The message appeared on paper bands, social media and, over the first morning coffee, on the breakfast mat. The slippers were not meant to stay behind.

When the idea came to collect worn-out pullovers from guests and staff, nobody needed convincing. The first collection was organised among the team. Employees brought woollen pullovers they were no longer wearing. In autumn, the invitation will open wider, to guests and the local community.





Those pullovers then start their next chapter. Eventually, they will travel to Prato, a city with a long textile recycling tradition, where they will be sorted, processed and returned as new wool slippers — back to the same hotel that helped start the story.

Please, do touch!

There is something reassuring about felt. Perhaps it is the warmth. Maybe the texture. Or the way it feels both durable and soft at the same time. Felt is less a single material than a way of bringing fibres together.

Here, those fibres come from three very different places — and end up in the same quiet corner of a hotel room.

None of them are dyed; their colours already belong to the materials themselves. That means less water used along the way.

All three are produced in line with the 4sustainability® protocol, which monitors the impact of textile production — from chemical use and resource consumption to traceability and social welfare.

Cosy in the hand. Quiet underfoot. Easy to keep around.



Tiny slippers. Big material stories.

ReWooly

A WOOLLEN PULLOVER WITH A SECOND LIFE

A worn-out wool garment is not the end of the story. In ReWooly, selected wool garments are sorted by colour and composition, then returned to fibre and blended for structure, softness and durability.

Regenerated wool felt. Undyed. Naturally beige from collected wool pullovers.

- 50% regenerated wool · 20% virgin wool · 30% polyester
- One third of a recycled pullover in every pair
- Around 50 litres of water saved compared with virgin wool
- GRS certified, of course
- Produced in line with the 4sustainability® protocol

Pick one up. Compare them. Keep your favourite.

KingWooly

STRAIGHT FROM THE FLOCK

Some materials do not need much intervention. KingWooly is made from virgin wool in the natural tone of its owner, the sheep. The wool is dry-needled into a strong, elastic felt without additional dyeing or water used for colour.

Pure wool felt. Undyed. Naturally brown, straight from mother nature.

- 100% virgin wool
- Pure natural fibres
- Always mulesing-free wool
- RWS certified traceable origin
- Produced in line with the 4sustainability® protocol



RePett

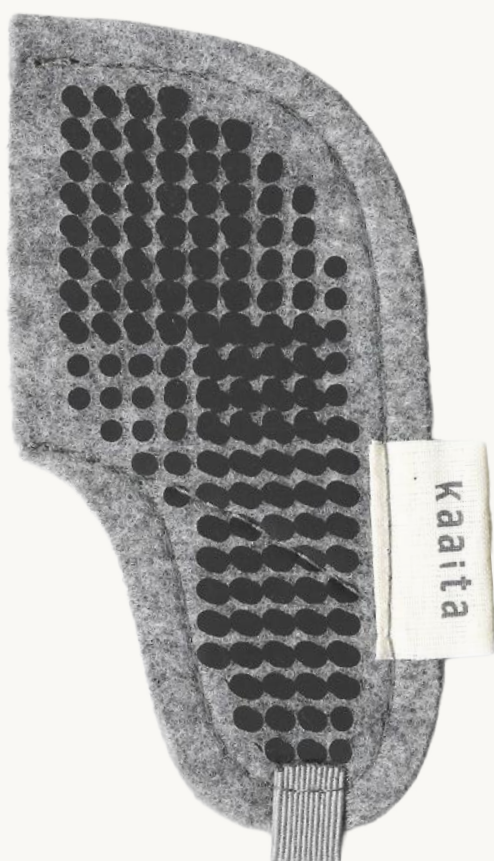
PLASTIC BOTTLES, NOW SOFT AND COSY

Not all plastic has to end badly. RePett gives collected plastic bottles a better second life: kept out of landfill, washed, ground, spun into filaments and needled into a light, stable, fast-drying felt with a naturally soft grey tone.

Recycled PET felt. Undyed.

- 96% recycled PET · 4% polyester
- Six plastic bottles out of landfill in every pair
- Durable, light and quick to dry
- Offcuts can become felt again and again
- GRS certified, of course
- Produced in line with the 4sustainability® protocol





Add on

NON-SLIP SOLES

Soft above, steady below

A non-slip print on the sole adds extra grip underfoot.

KingWooly



RePett





SLIPPER OPTIONS

One slipper. Three moods.

Pure

Made from one piece of felt.



Cosy

With an extra layer of felt added to the sole.



Aroma

Lavender is sewn into a small pocket at the arch of the sole.



RESPONSIBLE SLIPPER CARE

So easy
to care
for

A hotel slipper does not have to be a one-stay object. With a little care, Kaaita slippers can stay in the loop: washed, dried, refreshed and used again and again. Or taken home by guests as a soft little souvenir — and worn at home for years to come.

For hotels, this means less waste and a smarter housekeeping routine. Care is no longer a chore; it is all part of the story.

WASH GENTLY

A gentle cycle is usually enough. Wash with warm water and a small amount of mild, non-phosphate detergent.

A little goes a long way. Too much detergent can build up on the surface of the slippers and damage the fibres over time.

We recommend using a Guppyfriend washing bag. It helps protect the slippers during washing, reduces fibre shedding and limits the amount of microfibres that may enter the water cycle.

Whenever possible, choose detergents with natural, plant-based ingredients.

Recommended temperatures:

RePett and ReWooly: up to 60°C

KingWooly: up to 40°C

SKIP THE IRONING

No ironing needed, these slippers are always in perfect shape.

REFRESH THE SURFACE

After wear and washing, small pills or loose fibres may appear. This is normal for felt.

It does not mean the slippers are worn out. A quick shave with a fabric shaver or lint remover will make them look fresh again.

FIRST HAND ADVICE

The best washing instructions come from people who have actually done it. Here is how four hotels keep their slippers in rotation.

"We wash the slippers in ozonated water, without added chemicals, at 5–10°C. Then we tumble dry them."

— **Laura Diana, Executive Housekeeper, Six Senses Rome**

"30°C, delicate cycle in a household machine. Tumble dried on easy-care. If any pilling appears, we remove it with an electric lint remover."

— **Jana Pürzel, Head of Rooms Division, Art Deco Montana**

"60°C in our washing machines. Industrial dryer."

— **Jessika Sandmann, Head Receptionist, Hotel Alpina**

"We wash at 40°C and use UV sterilisation. After two or three washes, some lint may appear, but the lint shaver makes the slippers look fresh again. After five or six washes, if they become softer and lose some of their firm shape, we return them to Kaaita to recycle."

— **Andreja Cirman, Owner, Zlata Ladjica**

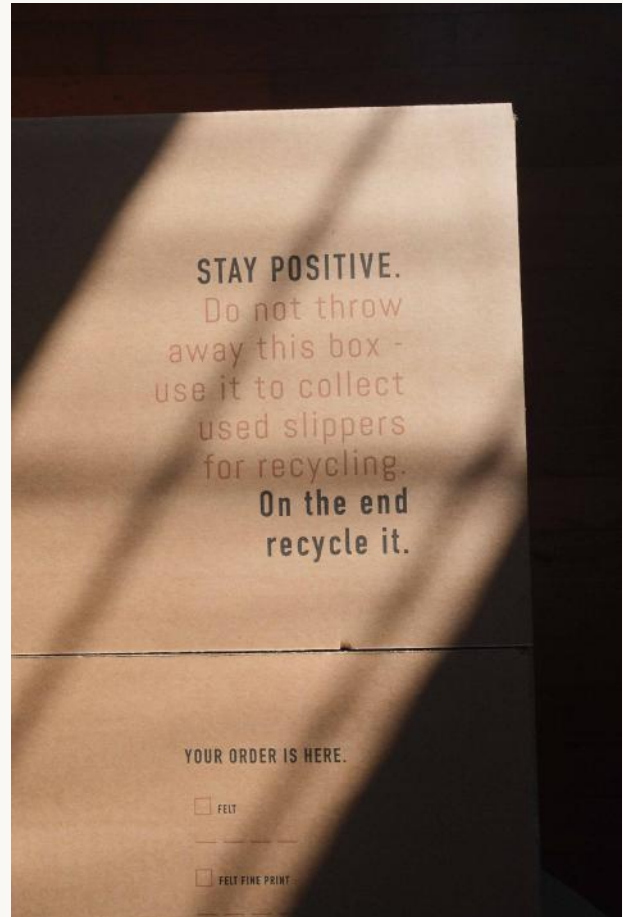
RECYCLE WITH US

Send them
back. We've
got big plans
for them.

Even good things eventually wear out.
However, Kaaita slippers, it turns out, have
more like seven lives.

We are currently taking back worn-out slippers and transforming them into fuel, while developing new ways to reuse the material — from acoustic panels to insulation.

Not bad for a slipper.



Photographed by: Žan Gašperič

The deal:

You cover the return shipping cost.
We cover the recycling cost.

You send them back. We give them a new purpose.

How to close the loop

1. Reuse the Positivity Box your slippers arrived in.
2. Fill it with worn-out slippers.
3. Send it back to us.

Just let us know, and we'll include a return shipping label with your next slipper delivery.

Looking for a downcycling partner closer to your hotel? Let us know. We'll be happy to help.

Where available, worn-out slippers can also go into textile recycling bins. Dedicated textile collection systems are still developing, but every new loop helps.

CUSTOM PROJECTS

Outside the standard pair

Custom slippers, special details and creative formats for projects that need something more personal.

Team building workshop *A1 Slovenija*



Photographed by: Sara Šmid

LET'S MAKE SOME SLIPPERS

A slipper can also become a shared activity.

For workshops, we prepare the basics: felt pieces, thread, needles and slipper parts. Participants sew and embroider each pair by hand, using our RePett recycled felt made from plastic bottles.

Some add faces and small details from felt leftovers. Others focus on stitching, patterns or simple decoration. The work is concrete and slow in the best way: sit down, choose thread, sew, stitch, finish a pair.

At the end, each pair can be finished with a paper band and a personal message.

In the A1 Slovenia workshop, the finished slippers were donated to residents of safe houses across Slovenia, supported by the Association for Nonviolent Communication.



Embroidery

A STITCH CAN SAY A LOT

Initials, a name, a symbol, a date, a small joke, a private message — embroidery gives slippers a story that belongs to someone.

For hotels, it can turn a useful object into a welcome, a memory, a gift, or a small moment of surprise. It adds texture, warmth and a sense that someone thought about the detail before the guest even arrived.

Each pair is embroidered in our studio.



Soft objects

Hotel Bohinj and Vila Muhr

SMALL THINGS FOR A PLEASANT STAY

Custom work does not always have to be a slipper.

It can become a bookmark, a lavender-filled mini pillow, a door hanger, a coaster or a wellness bag. Small objects for different moments of the stay: reading in the room, resting by the bed, walking to the spa, travelling with a dog, asking not to be disturbed.

This thinking extends into a set of soft and useful details that feel connected to the place rather than simply added to it.



Photographed by: Milena Zemljč





Photographed by: Milena Zemljič

High heels, soft feels *Hotel Bohinj and Vila Muhr*

Some ideas are less about solving a practical need and more about seeing what the material can do.

A slipper can be flat, soft and familiar. But it can also be pushed into another shape, another mood, another kind of object. A high-heel version of a slipper becomes unexpected and slightly absurd in the best possible way.

Made from felt, soft and completely unexpected, they were less about creating a practical hotel item and more about testing the shape, humour and flexibility of a familiar object.

The project says a lot about how we approach custom work: with curiosity, material knowledge and enough openness to follow an idea and see how far a slipper can go.



ABOUT

Where
it all
comes
together

This magazine was written, edited, and quietly overthought in the Kaaita studio in Ljubljana. Come in.



Most hotels get the big decisions right — the light, the layout, the door handle that feels good in the hand. Then a guest checks in and is handed slippers that could belong to any hotel on earth. It's a peculiar blind spot for an industry built entirely on atmosphere, and it's the exact gap Kaaita was built to close.

The studio doesn't start with a product. It starts by treating each hotel like a story that hasn't been properly told yet — a founder's obsession, a building's earlier life, a region nobody's bothered explaining to outsiders. Alenka Repič, who has spent her career working in branding, built the business on a fairly specific bet: that most hotels already know what makes them different, and simply need someone skilled enough to translate it into something a guest actually notices.





That translation is the fun part of the job, and it's where Kaaita has become the studio other people call in. Anyone can put a logo on a slipper. Reading a hotel's character correctly — then finding the right form for it — takes the same instinct a good editor has. Sometimes that form are slippers. Sometimes it's a magazine like this one, written and designed in-house, or a small object rebuilt from materials with a past life. The studio treats all of it as the same job: figure out what a place is actually trying to say, then say it well, in a medium that fits.

It's a skill built by doing it repeatedly, for hotels across Europe, with its own manufacture and its own team of creatives, working every project from first sketch to final page — or final stitch, depending what gets made. The output ranges from washable felt slippers to personalised details to the kind of publication a guest reads cover to cover instead of leaving on the nightstand. What looks, from the outside, like a slipper company is really something closer to a creative studio that happens to work in felt as often as it works in storytelling. You are very welcome to come see it for yourself.

Details matter. Stories are worth keeping. And the people who take notice — well, they're always the most interesting ones in the room.













The Kaaita team (from left to right): **Alenka** — the heart of Kaaita, leading the creative vision and nurturing the business behind it. **Katja** — guardian of our urban jungle and all things green. **Sara** — our studio captain, turning ideas into action and making sure every detail falls into place. **Maša** — storyteller, organiser, and the reason we can always find what we're looking for.



The complete list of our partner hotels

SLOVENIA

APRIL1550
Alma Vista
ALPIK Chalets
Cabino
Gentry11
Hiša Artes
Hotel Bohinj
Hotel Milka
Hotel Plesnik
Residence Soča
SKED'N
Studio Na Stolbi
Tu'lie
Vila Muhr
Vila Olivotti
Zlata Ladjica
Weinderer

ITALY

Erlebnishotel Waltershof
Hotel Petrus
Parcloft
Saleghes Dolomites
Schallerhof Sterzing
Silena
Six Senses Rome

PORTUGAL

Azenhas do Mar Valley

CHILE

Chalet Ciprés

AUSTRIA

ACTIVE & SPA HOTEL Alpenrose
AlexanderAlm
das bleibt
Das Gutenbrunn
Das Leonhard
der daberer
Der Steinerwirt
Natürlich HELL
Hotel Alpina
KRAFTalm
Lärchenhof St. Anton
m3 Hotel
mama thresl
Naturel Hotels & Resorts
Neuwirt
Grand Pension Franziska
Puitalm by Peak Stay
Seewirt Mattsee
Senhoog
Sporer Alm
Sportresort Alpenblick
Thalers Mariandl
Woodridge
Zeit.Glück Appartments

SWITZERLAND

Art Deco Hotel Montana
Chetzeron
Hotel Hemizeus
Park Hotel Winterthur
Six Senses Crans-Montana
Capricorn Zermatt
Villa Hundert

UNITED STATES OF AMERICA

MOLLIE Aspen

GERMANY

ahead burghotel
Villa Saxer
Chalets zum Ilsetal
Hotel City Krone
Schloss Burgellern
Hotel Zur Alten Post
La Villa
Steinbergs Wildewiese
Okelmann's
Seehotel Töpferhaus
The Hearts Hotel
Waldhotel Heppe

ICELAND

ION City Hotel
ION Adventure Hotel

UNITED KINGDOM

Lundies House
No. 15 Bath
St. Clement

CZECH REPUBLIC

Hotel Horal

GREECE
Manna

*"A hotel is, in its essence,
a simple thing. People
arrive, they sleep, they have
breakfast, and they leave.
But for me, it's always been
about the things you don't
necessarily notice — but
you feel if they're missing."*

*-Nataša Skubic,
APRIL1550*

*"Be yourself. Show your
character. Don't fake it.
The worst thing is when
everybody is the same."*

*-Florian Köhler,
mama thresl*

*"Time is the greatest luxury
there is. And people are
spending their most valuable
time here — their free time.
So if they choose to spend
it in a hotel, they should
remember it years later."*

kaaita

turning guests into friends

*-Jana Pürzel,
Art Deco Hotel Montana*