

# BASLER

## **BASLER with new double design leadership**

***Gudrun Brenk, Chief outerwear designer for the traditional label BASLER is retiring with the spring/summer collection 2019. In the future, her tasks will be assumed by Mrs Sirid Steingrobe. Mrs Margarete Mack has been in charge of the combination area since the beginning of 2018.***

The longstanding chief designer of the traditional label BASLER, Mrs Gudrun Brenk will leave the company into retirement with the spring/summer collection 2019. "Gudrun Brenk continuously shaped the brand in the outerwear range", says TriStyle manager Stefan Kober. "BASLER stands for style-awareness, elegance, femininity and quality – independent of size and age. Gudrun Brenk incorporated this perfectly into her jacket and coat creations and thus contributed significantly to our national and international success." In this process, she had a major influence on the new start of BASLER by TriStyle. Mrs Sirid Steingrobe is Mrs Gudrun Brenks successor. Mrs Margarete Mack has been responsible for the combination area since the beginning of 2018.

## **New heads of design: Sirid Steingrobe and Margarete Mack**

In the future, Mrs Sirid Steingrobe and Mrs Margarete Mack will lead the BASLER design department as the new team. Both have been in the company for several months, which allowed for a systematically planned and therefore smooth handover with Gudrun Brenk. As Head of Design, Mrs Steingrobe leads the BASLER Outerwear line; Autumn/Winter 2019 will be her first collection. After various positions, among others with Escada Sport, she was most recently Senior Designer for St. Emile. Since the beginning of 2018, Margarete Mack has been responsible for the BASLER coordinates collection as Head of Design. Mrs Mack comes from Charles Vögele, where she worked over ten years. Before that, she was Chief Designer for Bianca Moden for 5 years. "We are looking forward to continuing the success story of BASLER with Sirid Steingrobe and Margarete Mack," says Stefan Kober.

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