

BASLER



10 QUESTIONS for ...

Margarete Mack, Head of Coordinates Collection

Fashion always played an important role in the life of Margarete Mack.

Creativity, aesthetics and inspiration are the foundation of her work. Since she now uses her designs for the BASLER brand, she is particularly keen on implementing new ideas with her team. The goal per season: To develop a new BASLER fashion world that pleases the end user. Mix & Match is the leading idea of the Coordinates Collections.

1. Which trend colours will we see this coming S/S season 2019?

In spring and summer BASLER will focus on bright and fresh colours. From light grey, rose to sky blue, many pastel nuances are represented. The counterpart to this are bold colours such as Coral or Ever Green. We are especially excited about our prints such as for example the patch scarf print with flowers and graphics as a mix, an ethnic print with feathers in Summerdarks, the inspiration of an underwater world with corals and shells, tropical flowers generously designed as a border print.

2. Will we also see print on print and daring combination possibilities?

Of course! New prints and patterns are clearly a source of inspiration for me. The BASLER customer loves to wear prints and combines them on different occasions. We in the design team make sure that it is stylish and fashionable. The print mix is the real novelty. Big and small patterns are combined. The harmony of the colours brings the new print look all together.

3. How many items does the current collection have?

Overall, the S/S Collection 2019 consists of about 300 models. Of these, 100 are from the outerwear sector and 120 from the coordinates category. We also have accessories and bags.

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4. What is the core topic for the S/S collection 2019?

We have taken care to design modern styles that are uncomplicated to combine and wear. Blouses, skirts, dresses, pants and the blazer, our highlight. But also midi dresses and blouson jackets play a part.

5. You have designed a lot these last years. Do you think designers get bolder with every new season?

No, I am not becoming bolder, but more experienced. I can assess the needs of our customers quickly and skilfully implement them. I would like the BASLER woman to feel good and beautiful in our fashion.

6. What does the German woman pay attention to in terms of fashion?

German women like a certain standard, high quality and understatement. Contrary to the Americans, who like to dress sexy. The German customers prefer an exclusive look. Quality, fit, top-level fashion and a comfortable feel are decisive for the consumer.

7. Where do you get the best design ideas? Have you ever had a creativity block?

I travel a lot – I am currently planning my dates for the fabric fair in Paris, before that I was in Milan. Other countries and cultures inspire me. I like to read, listen to music or watch interesting movies. I love art exhibitions and like to be inspired by colours, shapes and innovations there. Not every day is the same and not every hour is creative, but I love my job and I have a great team by my side, which makes many things easy in our daily business.

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8. Along with a high-quality coat, what else should a fashionable and stylish woman have in her wardrobe?

In addition, I can recommend blazers and dresses. I think the female silhouette should be showcased and we can skilfully stage our feminine side. That is why I am a fan of beautiful, high quality dresses and feminine blazers.

9. Is there a clear No-Go for the S/S season 2019?

No-Go's are a thing of the past... Today, every woman should dress the way it makes her feel good. The most important factor is charisma and certain aesthetics.

10. What was the greatest compliment you have received for your design work?

"Mrs Mack, despite your high level of creativity, you never lose sight commerciality. You succeed in creating something new every season that the customer feels good in."

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