

BASLER



10 QUESTIONS to ...

Sirid Steingrobe, Head of Design Outerwear Collection

Sirid Steingrobe designs and manages the Outerwear Collection department. Coats and jackets are professionally staged and are essential for the BASLER brand. She demonstrates her skills with difficult tailoring. After all, the coat is one of the most sophisticated garments in the art of tailoring.

1. Why did you want to be a designer specifically for the outerwear range?

I am an expert in the coordinates department and find the challenge of focussing only on the outer shell that complements and represents the outfit extremely exciting and demanding. I love Christian Dior's quote: "Personally, I do not like seeing women in the city without a coat."

2. Can you tell us what to expect for the Outerwear A/W collection 2019 range?

Regarding the materials, I look for honest authenticity, everything has cosmopolitan inspiration. Voluminous wool blends, wool-alpaca blends and boiled effects play a major role. As a pattern, tartans are strong this season. Floral ornamentation as a jacquard or printed on nylon adds to decorative narratives. The paisley pattern is back! Natural irregularity in yarns and fabrics creatively transforms patterns. Material blend, large knit collars and knit cuffs convey luxurious sportiness. Protection is a must-have: in generous "buffer" jackets, faux fur, reversible parkas and cape models. Classic tartans, harmonious, noble plaids, rich bold colours like dark red, fir green, classic navy – sophisticated grey, camel and taupe tones as well as slightly dusty bold pastels determine our collection themes.

3. What was your inspiration for the A/W season 2019?

We gather inspiration on our travels to Paris, London, NYC and Milan, for example. Presentations by the German Fashion Institute and the trend researches of WGSN and the Premiere Vision are

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important inputs for the colour concept of our collection. We also receive valuable information and inspiration for the development of the collection from our innovative fabric suppliers.

4. How many Outerwear models does BASLER offer and which materials were used?

We will offer around the 100 models in the Autumn/Winter 2019-20 collection. Wool-cashmere blends are essential in the coat area. For the eco-down, thermofleece and down area I looked for beautiful new finishes and structures. Material blends with wool - nylon or reversible coats with faux fur / fur and down are the highlights. Materials and silhouettes are luxurious and progressively voluminous but lightweight.

5. What are the different coat models for each body figure type?

In principle, all figure types can wear coats. Small women run the risk of appearing even smaller when wearing particularly long coats. Full-bodied women should also pay attention to the design. We have coats available that lengthen the visual silhouette.

6. Fashion is always changing. What is the most popular coat model in 2019?

O-shape coats, kimono sleeves and double-breasted models are still particularly trendy this season. In a longer version and made of new materials they are absolute highlights in 2019.

7. Does the upcoming A/W collection 2019 include a coat that is a timeless classic for you?

We have designed a beautiful, sleek, modern two-button blazer coat with flap pockets and have already seen the prototype on the model. This coat definitively has everything needed to become a true classic.

8. Apart from a high-quality coat, what other pieces does a modern and stylish woman need in her wardrobe?

Definitively the popular glen check blazer with culottes, black ankle boots and a cream-coloured silk blouse.

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9. How has Outerwear fashion changed over the last ten years?

Like fashion in general – now everything is possible. The classic silhouettes are represented along with very voluminous O-shape and kimono models. Overall, jacket and coat forms are more generous in form again, for example with overcut shoulders. The double-breasted coat is an important statement. New surface structures, glossy looks and materials have been added for the down and quilted range.

10. What is the favourite piece of the BASLER customer when it comes to jackets and coats?

Our customer loves the classic A-line coat in all lengths and materials, not only in wool but for example also in fur, faux fur or as Two in One with quilted gilet look and boiled wool coat

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