

BASLER

Press Information

ROUND TWO: BASLER PRESENTS THE NEW COLLECTION

A/W 2019/2020 Collection Report

The BASLER Autumn/Winter 2019/2020 collection is inspired by five different themes and presents feminine city chic, British style influences, luxurious cocooning, a country touch and glamorous styles for both daytime and evening. What is it that all collection themes have in common? They feature characteristic prints, contrasting surface textures and refined details. Garments in the 2019/2020 A/W collection sit in the medium to high price segment from Euros 99 to 649 and will be presented for the first time at CPD in Düsseldorf at the end of January 2019.

The main collection is divided into five core themes:

PLAYFUL ELEGANCE

Basler's sporty, elegant city chic with playful details consists of looks that make every woman feel well-dressed right away while still feeling comfortable, no matter what the occasion is. Culottes now come in moderate widths while dresses and pleated skirts end at midi lengths. Double-breasted blazers are pleasantly soft and partly unlined. Fine jersey qualities play an important role for blazers, trousers and dresses. Baby cord gives trousers a special texture and viscose makes a flowing look for dresses, skirts and blouses. Flounces, shirrs and narrow ribbon ties are special details here. The knitwear consists of pure, high-quality cashmere, virgin wool/silk blends for basics with fine cable-knit details or viscose blends in rib knit. In addition to subtle but elegant tones such as off-white, almond and granite, pale pink brings a fresh colour partner into play. Patterns such as floral prints on delicate rose red radiate a feminine, playful note. The classic Glencheck pattern is complemented by a modern, graphic version. Outdoor wear convinces with its relaxed, straight-cut silhouettes and classy fabrics. In addition to double-woven wool mixes, floral-patterned, light, thermal reversible jackets with ribbon decoration and jackets with an elaborate quilted look are perfect for the period between the seasons. The highlight of this line? Styles that are immediately wearable, reflecting the trends of the new season, like midi dresses with matching round-neck jersey jackets and pleated skirts in combination with fine knits.

GROUNDING GREENS

British style is closely linked to tradition – a blend of classic elegance and comfortable country chic. In the 2019/2020 A/W collection, BASLER was inspired by traditional British fabric patterns such as Blackwatch that are interspersed with bright floral designs. Deep, dark tones such as navy and pine form a perfect backdrop for violet, lilac, lavender and sand. The wintery, almost mystical colour palette is complemented by matching fabric qualities: bouclé in a new-twist tartan check for blazers, a wool mix with a pinstripe pattern and a finely ribbed ottoman (silk cord cloth) used for shirts. Glittering lurex stripes mix up classic tartan and stripe patterns are upgraded with satin inserts. Little Chanel-style jackets, so super-soft in finish they feel like a cardigan, captivate wearers with stripes and shiny fancy yarn. Outdoor wear also presents high-quality wool fabrics with cashmere, printed techno polyester alongside thermal quilted jackets made of new, slightly padded ribstop fabrics, milled woollen fabric and a fluffy wool jersey blend with blue-green leopard-skin jacquard. Tartan plaids clearly dominate the look in this collection: classic and diagonal Blackwatch, abstract floral prints with pink accents or individual floral eye-catchers on shirts. Blazers and jackets are slim-fit cut to flatter the figure. In addition to the skinnier styles, some trousers are also available in looser fits with a slightly higher waistband. Zippers, rivets and titanium-coloured metal buttons add a cool twist to the collection. Knitwear also displays a wide variety of patterns: perforated lozenge patterns, floral prints and Blackwatch as a recurring motif. The materials used range from wool-cashmere blends and fine merino wool through to pure cashmere. The focus of this collection

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is on skirts as key fashion pieces, checked trousers and jogging pants in fake suede. For outdoors, the styles include classic but reinterpreted silhouettes: long, double-breasted coats, blazer coats, feminine A-line jackets alongside techno trench coats with removable linings, a straight-cut, short, virgin wool coat and soft and sporty duffle coats. With details such as sporty XL knitted collars, scarf-looks on jackets and modern quilting patterns, the outdoor essentials are given a sophisticated upgrade.

COSY LUXURY

Soft and cuddly with a touch of luxury and a sporty twist: in this collection from BASLER you are both warmly dressed and chic on the go. Subdued neutral tones such as off-white, camel, taupe and mottled grey with pastel accents of blush and light blue are understated and combine perfectly with one another. Sophisticated materials feature in trendy looks, like leopard skin mixed with pastel flowers. Blazers are always made in stretch fabrics, often jersey but with the look of woven fabrics such as herringbone. Jacquard jersey meets animal prints. Lurex and tweed are reminiscent of that Chanel look while textured jersey has a cloqué look. Soft, flowing fake suede gives jogging pants a new feel. These loose pants are a good example of silhouettes with that feel-good character. Flowing lines, wrap-over effects, gathers or drapes turn loose-cut culottes and pleated skirts into real favourites.

Knitwear consists of wool and cashmere blends in a cuddly look, bouclé yarns and cashmere in a herringbone rib pattern. Cardigans with tie-up belt for that wrapped up feel underline the cosy factor. Golden ball chain straps, rhinestones, sequins and sporty stripes create surprising contrasts for cuddly knitwear & co.

The feel-good principle also extends to outdoor wear with soft, flowing lines, supple and voluminous thermal and featherdown padding. High-contrast surfaces and optics characterise the collection. This is reflected by fluffy wool and jersey blends with leopard-skin jacquard, super-soft featherdown in iridescent techno in gold and light blue as well as in fake furs. New products include thermal quilted jackets and a grey flannel look on techno material with a silky shine. Special eye-catching details include linings with coloured leopard-skin print and "Be Beautiful" ribbons as lining and Lurex detailing. The hoods decorated with fake fur are also available with real Fin racoon. The Cosy Luxury collection focuses on knitwear, encompassing cardigans that can be combined with silk blouse shirts, soft and light materials, knitted dresses with matching cardigans made of fine merino wool, cocooning wool coats and fur jackets.

OPULENT COUNTRYSIDE

Countryside meets city life. The result is an opulent city look with intense red nuances and ornamental patterns. The key players in this colour scheme are cherry, rhubarb, off-white, black and camel. Outdoor wear also joins the fray with gold, pesto and saffron. In keeping with this inspiration, BASLER presents rustic but light wool looks – including blazers, skirts and dresses made of milled wool in jersey as well as thick-striped bouclé fabrics. Blazers and trousers in printed velvet, lace shirts, slightly transparent blouses with lurex and sporty blue denim worn with wool blazers complete the collection. The novelties here include black and burgundy leggings made of genuine nappa leather as well as a skirt in imitation leather. An important feature of this line are its looks combining both fluffy and smooth surfaces – for instance a printed dress paired with a wool coat. The varied knit options are also ideal for coordinating: light, loose open-work knits made of wool plus mohair and coarse rib knits produce contrasting textures. Cardigans in two-tone double-knit, jacquard pullovers or knitted dresses with paisley motifs or dog-tooth patterns pick up on the opulence theme in a modern way. While we are on the opulence theme: prints with paisley patterns and extensive baroque ornaments run through the entire collection. Paisley patches with borders, decorative bouclé trims on blazers, leather sequins and golden rivets round off the overall look.

Outdoor fashion also scores points with contrasts juxtaposing loose optics with a slim silhouette. The line-up here features wool-cashmere blends, red check, soft textured fabrics with multi-colour check, iridescent techno touches, fake fur material mixes and eco featherdown with soft, silky shining techno on the programme. Lurex trims and opulent fake fur collars are the icing on the cake. As well as reversible jackets for between seasons in

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black and paisley print including fake fur collars, modern quilting patterns on thermo and featherdown jackets plus duffle coat fasteners and shawl collar looks on jackets.

MAGICAL MIDNIGHT

In this theme, BASLER presents modern looks that work both for daytime in the city and for dinner in the evening. The black and royal blue match-up featuring curcuma and off-white makes for a classy colour combination. The styles toy with figure-hugging tuxedo jackets, loose-cut trousers including inverted pleats, opulently trimmed bomber jackets and special sleeve ideas for loose-fitting blouses. Glamorous details, materials and surface textures adorn the entire collection – sequined and embroidered materials, flowing fabrics such as polyester with a satin reverse side or wide wale cotton cord, viscose, bouclé, graphic-patterned jacquard with lurex inserts and burnt-out floral patterns. Prints continue to play an important role, for instance with curved lines or a graphic patch print. Knitwear is now undergoing a glam upgrade: fine knit featuring a printed or lurex finish and sequins enhancing the neckline. Details such as satin accents, tone-on-tone rhinestones, pleats and decorative ribbons are the icing on the cake. So what are the new key looks in this line? A trouser suit with an all-over print, loose, flowing trouser shapes, a mix of textured and smooth surfaces and a complete look consisting of fine knit pleated skirt or twin set. Outdoor garments complement the theme perfectly with bold coloured coats in fluffy wool looks plus contrasting black buttons. Techno materials with a high-gloss finish and luxurious synthetic fur variations, including knitted fake fur with double-face patch, guarantee glittering moments. Lurex trims enhance the look. The highlights here include outdoor styles like all-over printed reversible jackets with black fake fur, tie-up indoor-outdoor cardigans with a fur-knitted front, loose-cut padded jackets in a shiny look as well as two-in-one winter parkas.

BASLER – Sophisticated Fashion for Style-Conscious Women

BASLER was founded in Berlin as a family business in 1936 and has developed into an internationally operating fashion brand in over 80 years. Its fashion is primarily aimed at discerning women in the “Best Ager” segment that are both style and quality-conscious. As part of the TriStyle group, the story of this German label now continues. BASLER by TriStyle Brands ties in with BASLER’s brand DNA and develops it further with a contemporary twist. For the 2019 A/W season the German company presents feminine city chic, British style influences, luxurious cocooning, country touches and glamorous styles for both daytime and evening. BASLER offers favourite pieces for self-confident women who enjoy reinterpreting timeless fashion every day.

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