

# BASLER

## **BASLER: Continuation of a success story**

**BASLER has been one of the leading fashion labels both nationally and internationally for more than 80 years, and is considered an established name in the 45-plus-segment. Now, after the takeover by the TriStyle group, it is celebrating its comeback. BASLER by TriStyle brands relies on the original successful branding skills paired with a new dynamic set-up.**

A new start. BASLER by TriStyle brands continues the unmistakable DNA of the BASLER brand, developing it with a more modern feel. After the takeover, BASLER will be presenting a modern outdoor collection and its own combination collection for the spring / summer season of 2019, complimented by a NOS range. The focus: Modern Classic Premium. The new design team headed by Margarete Mack and Sirid Steingrobe will continue the proven BASLER quality, combining the best materials with high-quality tailoring, while at the same time providing fresh, future-oriented impulses. Successful positioning in premium price ranges sustainably emphasizes the brand profile. This clear orientation is supported by the TriStyle Group, which focuses on the 45-plus target group alongside its associated companies Peter Hahn and Madeleine. Therefore, BASLER by TriStyle brands will continue to design fashion for these women with awareness for style and quality. Women should feel comfortable and perfectly dressed in BASLER – always and everywhere.

### ***Modern, timeless, quality-conscious***

The factor for success? It was and has always been modern and at the same timeless collections with convincing models and quality. There is a reason customers speak of the proven BASLER fit. Ambitious women who are in the midst of life and know exactly what they want understand and identify with the strong, authentic brand concept. Just like BASLER's fashion, the target group evolved and changed over time: never before have women over 45 been as modern, fashion-conscious and active as they are today.

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## **About BASLER**

The German women's apparel specialist BASLER focuses specifically on the "silver society" target group and is synonymous with quality and fit. It all started with a couple from East Berlin: Fritz Basler and his wife Elisabeth founded the Fritz Basler GmbH & Co. KG in 1936, first specializing on producing jackets and coats. In the following years, the son of the founding couple, Horst Basler, extended the assortment by small individual collections, the so-called coordinates. BASLER wrote German fashion history in the following decades and developed into an internationally successful company. Despite its clear focus on the promising target group of the so-called "silver society", the traditional label BASLER had to cease operations after 81 years in August 2017. Since October of the same year, the trademark rights have been held by the Munich-based TriStyle Group.

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